

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Geo. P. Rowell & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XLI.

NEW YORK, OCTOBER 15, 1902.

No. 3.

Excellent Opportunity for Wide-awake Advertisers

THE PHILADELPHIA RECORD every year prints 200,000 almanacs, which are delivered FREE to all its subscribers. This almanac is much sought after and is to be seen everywhere in Philadelphia, Pennsylvania, New Jersey, Delaware and Maryland.

"The Record" Almanac is famous throughout the country, and you will find it in hundreds of homes, schools, libraries, hotels, railroad and shipping yards, offices and shops, where it is always kept and daily consulted as a handy, reliable and valuable book of reference and exhaustive information upon topics of international, national and local interest. It is also in itself a compact, complete and concise history of events.

Size of page $7\frac{1}{2}$ by $4\frac{1}{8}$ inches.

You can use any kind of type, cuts or borders.

Send your advertising copy at once so that we may submit proofs before publication.

The cost of Advertising in
"The Record" Almanac is { One page, . . . \$60.00
Half page, . . \$35.00
Quarter page, \$20.00

New York Office: Advertising Manager, Chicago Office:
611 Temple Court. Philadelphia. 1002 Tribune Building.

Printers' Ink

Special Issue

NOVEMBER 12, 1902
Press-Day November 5, 1902 

To over **18,000** banks and bankers in the United States for the purpose to invite them to become subscribers to the

Little Schoolmaster in the Art of Advertising

This issue, added to the regular edition, thus making a grand total of over **35,000** copies, especially recommends itself as an advertising medium to

1. Banks in commercial centers who are desirous to obtain accounts and deposits of smaller country banks.
2. To manufacturers of labor saving office devices, filing and accounting systems, typewriters, comptometers, office furniture, designers, printers, engravers and makers of practical advertising novelties.
3. To expert publicity writers, such as have knowledge and experience in planning and writing bank advertising literature. Bank advertising and "banking by mail" is rapidly coming forward and being developed into a distinct branch of profitable publicity.

For the above stated parties there is no better and no more economical opportunity to reach the right people at the right time than this special issue.

It will embrace all the noteworthy features of bank advertising to date. It is endeavored to make it so interesting and so practical as to compel the close attention of the people to which the issue goes forth.

ADVERTISING RATES.—One page, \$100; half page, \$50; quarter page, \$25; smaller spaces, pro rata. Preferred position, if granted, 25 per cent extra. Classified columns, 25 cents per line; small display, 50 cents per line. A cash discount of 5 per cent may be deducted if the money is sent with the copy. The latter must be received at this office on or before November 5th, 1902.

Address **PRINTERS' INK, 10 SPRUCE STREET, NEW YORK.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XLI.

NEW YORK, OCTOBER 15, 1902.

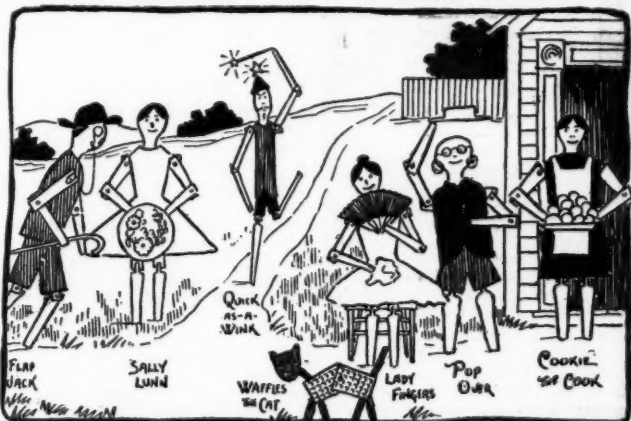
No. 3.

"PRESTO'S" PUBLICITY.

No. 1 Madison avenue, New York, is beyond doubt the present storm center of advertising in the United States. The extent of the operations afoot and a-planning there in the offices of the H-O and Force Companies not only outdoes tradition, but transcends belief. Despite the systematic, confident supervision of Messrs. Ellsworth and Rose these operations have almost an element of gambling, so radical

keted in a manner that will make the present operations mere matters of advertising history so far as innovations are concerned.

"Presto" is made from certain blends of wheat grown on special soils, combined with cream of tartar and soda in finely adjusted proportions. It is a modern ingredient for biscuits, pastry, griddle cakes, puddings and similar things with which housewives frequently have difficulty through poor flour and baking powder and other mis-

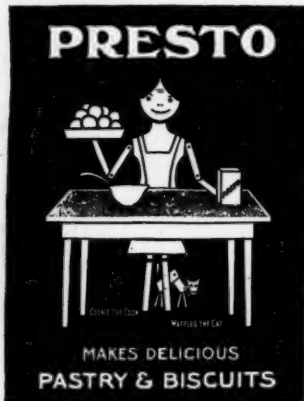


and daring do they seem. Within the next eight months the two companies—practically the same so far as persone and interests are concerned—will invest considerably more than a million dollars in newspapers, cars, boards, bulletins and literature. This sum will be used to exploit "Force," "H-O" and the new product just launched under the name "Presto." It is also rumored that when these campaigns have advanced to a certain stage, a fourth cereal will be mar-

chances. It saves time and labor and reduces fancy baking to the minimum of risk of loss and failure through wrong mixing. "Presto" advertising began to appear in New York dailies about the middle of September, yet until nearly a month afterward not a single ounce of the product could be purchased in New York stores. The promoters thought it well to reverse the usual rule of placing the goods before buying the space for the sake of the interest that

would be aroused. The newspaper operations are under Mr. Rose's direction. He has contracted for space across the page in about one thousand dailies throughout the country. One hundred of these are first page locations in papers that have never carried advertising on their first pages, and twenty more will print the "Presto" ads in red ink. The amount of space taken in each paper averages 5,000 inches, or 70,000 lines, all to be used in eight months. Much of the first page space has cost double, triple and quadruple rates. The first advertising used in the papers came in for criticism because little else than the bare name of the product was given. "Presto" might

also office began sending out an edition of five million booklets. Humor is to play a part in the campaign, as in that of "Force," and these booklets introduce the "Presto Family," the members of which are wooden dolls named after dishes that can be made from the product. At present it includes such persons as "Waffles the Cat," "Cookie the Cook," "Popover" and "Cousin Flap Jack." The first booklet is in the form of Mother Goose rhymes, illustrated with odd pictures of the family. Mr. Lewis Saxby, who is the manager of "Presto," was formerly with Jas. Pyle & Son, and had wide experience in exploiting commodities that go to the grocery trade. To him belongs the honor and glory of furnishing the stock idea for the "Presto Family," which will eventually be increased to thirty or forty characters, it being possible to make that many separate articles from the product. The five million booklets are now being mailed under one cent postage at the rate of a quarter million daily. Eight hundred girls are employed in the work, and the campaign covers the entire country. Each booklet is mailed to an address sent in by a retail grocer, and is accompanied by a coupon good for a five cent rebate upon a trial package of "Presto," together with the name of the grocer who supplied the address. These coupons in turn are sent back to the H-O Company, by grocers, and are to be redeemed in hard cash. As it is probable that fully seventy-five per cent will be redeemed it is seen that the company will pay out something like \$200,000 in rebates before Christmas. Wouldn't this be a good argument to use on the man who is ceaselessly rising to ask whether advertising pays? The purpose of the booklet campaign is, of course, to interest parents through their children, while the coupon furnishes an element of interest for the pocketbook where the nonsense factor fails to work. The "Presto Family" is also appearing upon the billboards, and by next spring will doubtless have a prominent place in the public eye. The characters are practically unknown to



have been the name of a new pianist from Russia for all the information that one could gather from its initial publicity, and the critics were mightily displeased. Had they known that the promoters of "Force" were behind the new manifestation perhaps they would have been a bit reserved in comments. As it turned out, however, no harm was done, and Mr. Rose admits that it was unfair to lure them in this wise, even unintentionally. "Nobody criticizes our ads more mercilessly than we ourselves," he says. Twenty thousand cases of "Presto" were ordered before the company had even so much as a wrapper printed. About the first of October the Buf-

(Continued on page 6.)

A WEEKLY MAGAZINE
**THE SATURDAY
EVENING POST**
OF PHILADELPHIA

has reached a paid circulation of

**350,000
Copies**

each issue. No sample copy editions—no premiums to subscribers—no club or cut rates. Subscribed and paid for solely on its editorial merits.

Advertising rate November
1st \$2.00 per line.

THE CURTIS PUBLISHING COMPANY
Philadelphia, Pa.

E. W. SPAULDING, Advertising Director
1 Madison Avenue, New York

E. W. HAZEN, Manager
Home Ins. Building
Chicago

A. B. HITCHCOCK, Manager
Barristers Hall
Boston

the public as yet, but have been approved by all who have seen them. The contract for printing the five million booklets went to the Cheltenham Press, of New York. The original idea was submitted to all the large printers in the city, but the Cheltenham Press furnished complete working dummies for five schemes within twenty-four hours after the crude specifications were given, and is now delivering the booklets at the rate of a quarter million per day. Mr. Ingalls Kimball is perhaps inordinately proud of the fact that the contract was secured in the face of sharp bidding without sacrifice of the Cheltenham rule of refusing to submit competitive prices. He also "points with pride" to the fact that the Cheltenham Press is capable of handling large runs. "It is the general notion that we are a small freak concern," he says. "This notion takes rise in our name, I believe, but it is altogether a fool notion, and we like to prove that fine printing can be made profitable in any campaign, no matter what its extent." The task of stamping five million names of grocers upon these booklets presented some difficulties, but is now being done by special machinery made for the purpose. Car cards, posters and other literature are in preparation, and the O. J. Gude Company has the largest order for bulletins ever given in the history of advertising. It is said that the amount is considerably over 400,000. This includes bulletins for "Force" as well as "Presto." Mr. Gude could not give definite information regarding the placing of this bulletin work, as plans have not yet been completed, but it will appear early in the winter, and upon a scale that will rather astonish the good folks who think that they know something about publicity.

NOT RELIABLE.

Composer—Old Josh Wayback, thet ye printed the obituary of las' week, hez turned up, an' swears he ain't dead.

Country Editor—Pshaw! He's such an infernal liar, nobuddy'll believe him. —*Philadelphia Record.*

NEVER decide hurriedly as to the class of mediums you should go into—hear all the arguments first and decide afterward.—*The Advisor.*

AGAINST FRAUDULENT ADVERTISING.

A movement to protect the readers of newspapers and magazines from fraudulent advertising was started at the annual meeting and dinner of the Sphinx Club in the Myrtle Room of the Waldorf-Astoria, October 8, George H. Daniels of the New York Central Railroad presiding.

The Executive Committee of the club was empowered to take the initial steps toward forming a society for the investigation and suppression of fraudulent advertising. The action was the result of a paper that was read by John T. Thayer, Director of the Department of Advertising of the Butterick Company, the subject being, "Should Publishers Accept Fraudulent and Other Objectionable Advertising?" The paper was accompanied by stereopticon reproductions. Mr. Thayer quoted frequently from data furnished by Louis Wiley, the advertising manager of the New York Times. It was shown by Mr. Thayer that the publication of reading notice advertising had materially assisted William H. Miller of 520 per cent fame and others in defrauding the public. Mr. Thayer indicated, by clippings, that there is a strong tide in the direction of more rigid censorship of the advertising columns, and that among the publishers there is a decided inclination to do away with extravagant phrasing and to eliminate anything that savors of fraud. He cited instances in which the ruling against advertising copy submitted had cost the publishers of daily newspapers many thousands of dollars, the New York Times having refused to insert more than one hundred thousand dollars' worth of the investment and kindred advertising offered to it in the last six months. That was because the owners and publishers, he said, had come to a proper appreciation of the great trust imposed upon them. The relationship between the reader and the publisher, he argued, was being felt more keenly by the latter, who was no longer in a position to shirk the responsibility.

"While there could only be one expression of opinion as to the acceptance of advertising intended to defraud and mislead the reader," Mr. Thayer said, "there are many minds and many views as to what constitutes objectionable advertising. The main object is to do away with impossible claims made in the wording and to suit the illustrative features to the publications, but always within the bounds of morality."

He said that severe censorship would bring an abundance of clean, straightforward advertising. He outlined the workings of an organization for the investigation and suppression of advertising believed to be fraudulent, and the matter was taken up at once, and a part of the fund was subscribed for carrying on the work. The officers elected were George H. Daniels, president; Philip A. Conne, W. Atlee Burpee, Gen. Charles H. Taylor and Charles H. Fuller, vice presidents; W. W. Hallock, treasurer; F. James Gibson, secretary; Whitney Lyon, W. Philip Hooper, E. W. Spalding, Oscar E. Binzer, Paul E. Derrick, and W. R. Hotchkiss, directors.

The Gain in Advertising in

The Sun

(Daily and Sunday) in September, 1902, as compared with the same month of the previous year, was more than 300 columns--about one page and a half every day, or more than 44 per cent.



The Gain in

The Evening Sun

during the same month exceeded one page and a quarter every day, or more than 68 per cent.

New York, Oct. 1, 1902.

NEW SCHEME.

Several publications have offered prizes for ads designed and written by children. Was *St. Nicholas* the first? It has remained for the Minneapolis *Evening Journal* to put this idea to a more practical use, however. That paper prints a weekly juvenile supplement of eight pages, and each week there is a competition in adwriting and designing. The name of an actual advertiser is announced two Saturdays in succession before the designs to be sent in, together with the points to be covered in the ads submitted. Prizes of one dollar are offered for a certain number of designs to be accepted as prize winners, and two weeks more are given for the work. The *Journal* claims to reach 60,000 children, and, as a consequence, each home where there is a child interested in the competition is sure to hear of that advertiser and of the points

interested in the contests, and who talk of them at school and at home. As a further encouragement to work the *Journal* offers a scholarship in the Minneapolis School of Fine Arts for the three contributors who send in the best designs during the year. This insures steady interest in the competitions

The Hostess



who
seeks to
please
serves

Cofateno

That deliciously refreshing
real substitute
for coffee.

**He proposed
to the cook**



that she use
GOLD MEDAL FLOUR
It makes the
finest bread
WASHBURN-CROSBY & CO.
Minneapolis.

of excellence that distinguish his goods. The cost is said to be a trifle more than the regular rates for advertising, and Minneapolis advertisers who have tried it during the past year report very gratifying results. Besides the publicity the advertiser is benefited by editorial indorsement of his goods, and is likely to receive some really useful designs and ideas that may be worked over from the crude sketches sent in by youngsters. The actual contestants represent only a fraction of the children who are

by both contestants and adult readers. The two ads reproduced herewith are prize winners, and were designed by Colin W. Landin, 1202 Eighth street, Minneapolis. Master Landin is a pupil in the South Side High School in that city, and, if he improves his opportunities, ought to develop into a real advertising artist. His lettering and drawing are peculiarly clean and attractive, and far better for advertising purposes than that for which many advertisers pay very good sums of money.

SEEMS FEASIBLE.

If you are going to have a special sale we would recommend the "good-morning" tag. Get a few thousand squares of fancy colored cardboard about four inches square. Through a hole, near the upper corner, place a loop of colored cord. On one side of the tag print in old English type the words, "good-morning." On the reverse side have wording like this: "Are you going to Blank's." These tags should be hung on every door knob in town. People will first see the "good-morning" and then the invitation. We prophesy that the wording will be the salutation for your townsmen for several days.—*St. Louis Grocer.*

A WESTERN PIONEER

The Kansas City Star

THE FIRST NEWSPAPER

to add a Sunday edition without increasing its price—Ten Cents a week.

THE FIRST NEWSPAPER

to publish a Weekly at 25 Cents a year—Circulation now, 210,000 paid-in-advance.

THE FIRST NEWSPAPER

to add a Morning edition, *The Kansas City Times*, without increasing its price—Ten Cents a week. The Evening and Sunday Star and the six-day Morning Times—13 PAPERS delivered or by mail—10 CENTS A WEEK.

FIRST ALWAYS AND
FOREMOST
EVER

The Kansas City Star

SIX CHOICE MEDIUMS.

MILFORD, N. Y., Oct. 6, 1902.

Editor of PRINTERS' INK:

What six periodicals would, in your opinion, sell the most \$1 fountain pens in proportion to the cost of the advertising, using an advertisement occupying about five or six inches? Please answer through PRINTERS' INK, and give the advertising rate in the periodical mentioned. I am aware that the question is a difficult one to answer, but your opinion would be considered valuable by a great many of the readers of PRINTERS' INK, for the best papers in which to advertise fountain pens would also be the best in which to advertise many other goods. Respectfully,

JOHN WILCOX.

The Little Schoolmaster submitted this query to the head scholar of the Geo. P. Rowell & Co. Advertising Agency, who made up the following schedule of papers, the cost being based upon a single insertion of 6 inches.

New York, Collier's Weekly....	\$126.00
New York, McClure's.....	144.00
New York, Munsey's.....	187.50
New York, Review of Reviews..	75.00
New York, Success.....	168.00
Phila., Saturday Evening Post...	147.00

After the above list had been prepared, the PRINTERS' INK expert was asked why he had not given the *Ladies' Home Journal* of Philadelphia a place; and his answer was that its rate per line, for each thousand circulation, was considerably higher than that of the publications named, furthermore he did not believe that ladies were as likely as men to buy a fountain pen. When he was asked what made him think these mediums were to be preferred to daily papers he said that it was the opinion, commonly expressed by advertisers of this sort of commodity, that readers of daily papers are less likely to respond to advertisements that ask to have money sent. He was next asked, supposing he were to recommend a list of dailies, which paper he would use in New York. In reply to this he said the *New York Times*. Thereupon another of PRINTERS' INK's pupils said he would give preference to the *World*, to which the other responded that he did not think the readers of the *World*, as a rule, were in the habit of using pens. Asked about Boston, preference was given to the *Globe*. In St. Louis the *Globe-Democrat*, in Chicago the *Tribune*. When asked why he

would use the *Tribune* in preference to the *Record-Herald*, the belief was expressed that the *Tribune* had the largest circulation. When reminded that the American Newspaper Directory gives the *Record-Herald* credit for having more than twice as much circulation as the *Tribune* he responded that he did not believe it, nevertheless. When asked what paper he would use in Philadelphia, he, without hesitation, said: The *Record*, and when asked what paper on the Pacific Coast he would use, he was equally prompt in expressing a preference for the *San Francisco Examiner*.

USELESS INFORMATION.

BRANDON, Manitoba, Sept. 30, 1902.

Editor of PRINTERS' INK:

I wish the name of a leading weekly published in each county in the States of Ohio, Illinois, Indiana and Missouri, together with the town where published.

Can you advise me where such information can be obtained, and what will be necessary to procure it?

B. M. BINKLEY, Gen'l Delivery,
Winnipeg, Manitoba, Canada.

In Ayers' Newspaper Annual, published in Philadelphia by N. W. Ayer & Son, advertising agents, there will be found lists of newspapers arranged by counties. The book is sold for five dollars and by consulting it, Mr. Binkley can glean the information he desires. When he gets it it will be of no earthly good to him. The idea of using just one paper in a county, or one paper in a State—no more and no less—always was idiotic and has for a considerable time been obsolete.

NOTORIETY is often mixed with advertising—it is the art of attracting attention. Nobody really misses noticing a dog with a can tied to his tail.—*White's Sayings*.

Ready for Use



Rat Bis-Kit
Packed in Boxes.

The only poison not dangerous to handle. Acts quickly, no mixing, no soiling of dishes, no trouble. Kills every time. Die in open air seeking water. Dropped in rat holes, put in linen closets, etc., without soiling anything. Rats and mice leave choicest grain and food for it. Why take the risk of mixing poison?

And your druggist. If he has it, send us 10 cts. for 1 full size box, or 10 cts. for 10 boxes postpaid, enough to kill all the rats you will ever have.

THE RAT-BISCUIT CO., Dept. E. Springfield, Ohio.

A NEW MAIL ORDER ARTICLE.

The Great Iron Industries
The Great Manufacturing Enterprises
The Great Railroad and River Facilities

MAKE

PITTSBURG THE BEEHIVE OF THE WORLD

The Pittsburg Press

with a Daily Net Circulation of over

75,000

will thoroughly reach an industrial population of
nearly two million people within
a radius of 50 miles.

THE PITTSBURG PRESS

(DAILY AND SUNDAY)

CARRIES

The Largest Number of Classified Advertisements
The Largest Number of Advertisers
The Largest Amount of Advertising

AND HAS

THE LARGEST CIRCULATION

of Any Newspaper in Western Pennsylvania.

C. J. BILLSON, Manager Foreign Advertising.

86-87-88 Tribune Building,
NEW YORK.

530 Tribune Building,
CHICAGO.

NEWS TRADE-TALKS.

By Joel Benton.

In modern Greece, and in Japan and China, the languages have two compartments, so to speak, one for popular use and one for the literary and classical work which the common people do not understand. Though there is no such broad division as this in our English tongue, there is a difference between its sombre narrative style and its colloquial and talking style. A few advertisers found this out to their practical benefit some time ago and, in describing what they had to offer, slipped away from the essay-like narrative and spoke to their patrons and the public colloquially through the business columns. Wanamaker has the credit of being the most noticeable, if not the very first pioneer in the presentation of a talking advertisement. He put his brisk colloquies in the form of a real conversation, such as you might hear from a merchant or a clerk on a customer's arrival—although you only heard one side. The customer himself was always silent. They read or sounded something like the staccato remarks of one who operates the telephone in your presence. But they broke a sombre and ancient rule, and brought life and the human touch into business announcements. To make the newspaper or magazine make you feel that you are already in front of the counter, and that there is something behind it worth your attention which you ought to buy, was no ordinary or trivial device though we know it tolerably well now. A news trade-talk is not as easy to write, and make real, as a perfunctory narrative and it is still in the hands of a very few, which gives it all the more emphasis and distinction. But there is no way yet in vogue, I think, that effects so much—that saves advertising from dullness and holds attention so well—as those brisk, short sentences that hail you genially and seductively as you draw near and insinuate incomparable benefits.

They must of course have business pertinence; they must impress clearly the facts and inducements which the goods and the store call

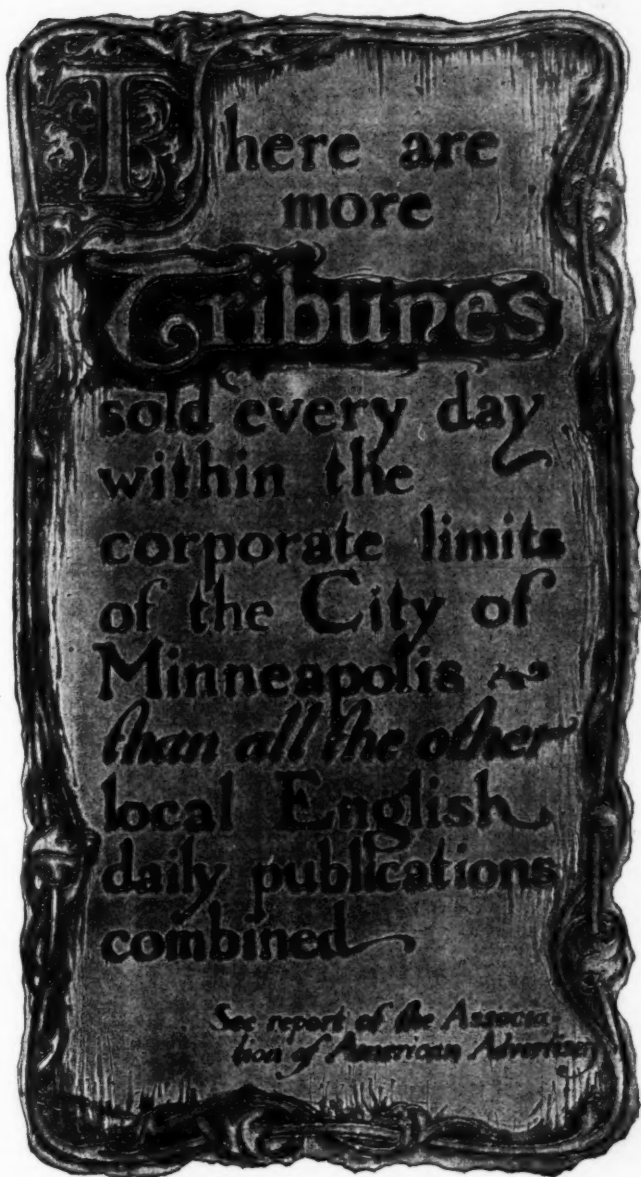
for; they must stand forth in attractive type; and they must not be allowed to grow stale. The best advertisement, without a doubt, must have for one of its features the fact that it is new each morning or new at least tri-weekly or whenever it is offered.

Our present generation has so much to see and think about that it is harder to interest than its forbears were. Advertising, therefore, like everything else proffered for public attention, must somehow meet the new difficulty this situation creates. As a letter is much less effective as an instrument of business and bargaining than a face to face business talk, so an impersonal essay or narrative is compared to a colloquial advertisement. The shorter personal style has not only an arresting quality, it is easier remembered. It will occur to the reader and reawakens his attention hours after he has read it—while the rather heavy, long paragraphed account may not even be read, or will be merely skimmed over to be suddenly dismissed thereafter. It is through talk, or the conversational form, that one person can most impress another. Even Demosthenes and Wendell Phillips, and John B. Gough, and in fact all the speakers who have moved audiences to action, and to do things, reached their most stimulating and effective passages when they fell into a colloquial strain. The advertiser has a right and does well to take account of this—for he, as much as any, must act upon the primitive and real traits of human nature. Let him tell his reader as much news as he can about trade and tell it in personal, friendly communication—or what seems like that. For it is news trade-talk that makes the intimate and telling appeal.

COMMENDABLE EFFORTS.

The colored illustrations, illuminations and extra strain in the reading pages of the magazines show a very creditable determination on the part of the literary editors to keep at least in sight of the advertising departments.—*Fame.*

THE man who is quickest to make positive statements about advertising policies isn't generally the man who makes the most money out of advertising.—*White's Sayings.*



There are
more
Tribunes
sold every day
within the
corporate limits
of the City of
Minneapolis *than*
than all the other
local English
daily publications
combined.

*See report of the Associa-
tion of American Advertisers*

ADVERTISING NITRATE OF SODA.

The Chilean Nitrate Propaganda, located at 12 John street, New York, is the American advertising bureau of English interests which work vast nitrate of soda deposits on the western coast of Chili. Nitrate of soda is a mineral used largely in making nitric acid, sulphuric acid, nitrate of potash, arseniate of soda, fireworks, fusing mixtures in glass and steel works, in curing meats, and for other industrial purposes. The world's annual consumption amounts to more than 1,000,000 tons. Its principal use, however, is as a mineral

plotters take the readiest channel for spreading information to them—the advertising columns of the agricultural press.

Professor William S. Myers, late of the New Jersey State Agricultural College, and director of the Propaganda, has charge of preparing and distributing literature bearing upon nitrate of soda and its application to various crops. This literature is sent free to any farmer, gardener or prospective consumer who applies, and these, in turn, are interested by means of small ads in agricultural journals. The George Batten & Co. agency prepares and places these ads, which are varied to suit readers of several different classes of agricultural publications, as well as the crops of different sections of the country. Nitrate in its application to corn and wheat is the theme of interest in some parts of the West, while other mediums reach fruit growers, market gardeners or florists. In the ad here reproduced stress is laid upon the fact that a New Jersey fruit grower raised \$1,600 worth of grapes on an eighth of an acre of land last year—a statement as surprising to a fruit-grower as to a layman. Interest being stimulated by such means, readers write for further information, and are supplied with literature pertaining to the special crop mentioned in the ad, as well as to sodium nitrate in general. The literature used by the Propaganda consists of a large assortment of pamphlets similar to the bulletins issued by the United States Agricultural Department. These are prepared by Professor Myers from reports upon nitrate experiments made all over the world. Reports of experiment stations in various States are printed verbatim, and the line of reading matter is extensive enough to fit all applicants. A packet given to a PRINTERS' INK reporter contained pamphlets on nitrate-culture of wheat and grains, olives, hops, garden vegetables, oranges, sugar beets and grasses, as well as general descriptive papers bearing upon nitrate-culture in general. Professor Myers did not care to state the amount of the annual appropriation.



A man
in New
Jersey re-
ceived last year
\$1,600 for
grapes grown
on one-eighth of
an acre.

The value of

NITRATE OF SODA

In increasing the quantity and quality
of grapes is explained in a paper by

Prof. PAUL H. WAGNER,
copies of which will be sent free.

ADDRESS
William H. Myers, 12 John St., New York.

fertilizer, for it furnishes a larger quantity of available nitrogen than any animal or commercial fertilizer, and is a stimulant to all cultivated plants with the single exception of those of the leguminous family, which includes beans, peas, lentils and the like.

Known deposits contain enough to last the world during the twentieth century, and it is certain that vast uncovered beds exist in unexplored parts of Chili. Nitrate is practically a staple, therefore, and in order to awaken agriculturists to its value the English ex-

**CAREFUL
COMPARATIVE
CANVASS**

—OF—

MINNEAPOLIS

SHOWED IN

819 Residences

742

Journals,

169

Eve. Tribunes.

**M
I
N
N
E
A**

**SWORN
AVERAGE
DAILY
CIRCULATION**

FOR

**Months of
July and August**

55,498

JOURNAL

**COLUMNS
OF
ADVERTISING
FOR
AUGUST:**

JOURNAL

1094

Eve'g Tribune

657

Pioneer Press

(Daily and Sunday)

686

**O
L
I
S**

**SALES ON
Two Suburban
Lake Trains:**

M. & St. L. R. R.

Journals,

260

Tribunes,

20

G. N. R. R.

Journals,

253

Tribunes,

39

ADVERTISING A STATIONERY BUSINESS.

Stationery seems to be the poorest-advertised of all ordinary commodities. Either stationers have no special adaptability for advertising, or else they do not appreciate the increase in business which might be secured by judicious advertisements in local papers, supplemented by circulars, prepared with a special reference to attracting trade in particular lines. Every other interest has its special advertising exponent, but stationery and allied lines have been strangely neglected and are not now being advertised as thoroughly as they should be. Every dealer wants to increase his trade. That, indeed, is the end and aim of all business enterprises; but unless a well directed and continuous attempt is made to secure trade, it will be impossible to get it. Stationers have been favored in this respect beyond some other departments of business. Everybody must have stationery, and up to within a few years they have bought it without special invitation to visit a particular store. It is certain, however, that the time has passed for such ease-provoking methods of doing business to guarantee any profit.

It seems all the more peculiar that retailers have not advertised more extensively and better. Wholesalers and manufacturers in stationery lines are good advertisers. They not only carry attractive advertising in trade papers and other periodicals, but they change them frequently, thus supplying good models for retailers to follow. Some of the wholesalers' advertisements are more than ordinarily good. They are strong in expression and the typography is excellent. Returns prove beyond question that they are effective. And in its last analysis that is the test of advertising, not what some critic says about it. An advertisement that sells goods is a good advertisement.

To properly advertise a retail stationery business doesn't require a very large space. Perhaps a small one is more effective, but its location should be near locals and

it should be changed with every issue. There is enough variety in a stationer's stock to permit of original and attractive advertisements every day for a year, and then the possibilities will not be exhausted. Writing paper, pens and pencils are but a small part of the average stationer's stock. And new articles are being added daily. There is always a desire to know where to secure the best and most fashionable writing paper and envelopes. A neat, well worded advertisement in your local paper, telling where handsome papeteries can be found, will draw business. There are endless varieties of papeteries. One manufacturer has started his travelling men with forty-five new numbers in its spring line. Another will have fifty; a third has a score and a fourth has two dozen. The numbers which are brought out during the year are either placed in stock, or retired at the end of the season. It depends upon the retailers to determine which. If a paper sells well it is put in the staples. If retailers refuse to take it, it is laid aside and something better calculated to attract business is made up in its stead.

With such an endless variety to select from advertisement writing becomes comparatively easy. But the average stationer labors under the impression that his business doesn't require advertising.

Advertising stationers say that they double their sales easily with moderate advertising. The best way, according to one retailer, is to begin with half a column in the local paper or papers, giving some account of the stock, and closing with a cordial invitation to call and get samples. Follow this up with three or four inch advertisements, in which only one particular article is treated. It may be paper one day, pens the next, ink the third, and so on through the list. It isn't much trouble to prepare something that will make a good advertisement if you know your stock.

HALF the enjoyment of snubbing an advertisement solicitor does not come in finding out afterward that he is giving your competitor valuable assistance in advertising.—*White's Sayings.*

Every General Advertiser

Should look over his list and see to it personally that the four newspapers of the Scripps-McRae League are on for his Fall advertising. These four newspapers have a combined circulation of over 315,000 daily, which is offered for less money than a like amount of bona fide circulation can be obtained from any similar list in the country.

The Cincinnati Post, over 139,000

Is the first paper to be considered to cover Cincinnati and vicinity. The Post guarantees to every advertiser that its daily average circulation is 40,000 greater than any other paper published in Cincinnati or no charge will be made for the advertising.

The St. Louis Chronicle, over 51,000

Is the recognized people's paper of St. Louis and has more exclusive readers than any paper published in that city. The rate per thousand for bona fide circulation is lower than that of any other St. Louis newspaper.

The Covington, Ky., Post, over 12,000

Circulates among a population of over one hundred thousand people in Covington and Newport. The Post is the only paper in Covington and advertisers must use it to reach the buyers of that section.

The Cleveland Press, over 117,000

Has more than double the circulation of any other Cleveland newspaper. It has more want-ad readers than all the other Cleveland papers combined. The PRESS is *the* paper of Cleveland.

FOREIGN ADVERTISING DEPARTMENT,

D. J. RANDALL,

53 Tribune Bldg., New York.

I. S. WALLIS,

116 Hartford Bldg., Chicago.

QUAKER CITY POINTERS.

By John H. Sinberg.

On Sunday, September 29th, N. Snellenburg & Company occupied two full pages in the *Record*, one page (their regular Sunday space) proving insufficient for their wants. One of the two pages was devoted wholly to furniture, being replete with clear illustrations and attractively displayed. Although it will only be known as the firm's furniture department, what is virtually a new and extremely extensive store, was opened last week by this house, stocked with lines that range from a kitchen table to a Vernis-Martin cabinet. The stock, which has all been made for the firm during the last six months, occupies what is equivalent to two blocks on the third and fourth floors, classified so as to afford the best facility for inspection and selection. There are in this department 120,000 feet of show room and 60,000 feet of store room, and so completely stocked that a man getting \$15 a week or one receiving ten times that a day would find his needs met with equal promptness and completeness. The display in the finer lines of furniture—designs of the Louis XIV and Louis XV, Rococo, Renaissance, Chippendale, Cathedral, Chevalier and other styles is very attractive. The department is in charge of William Z. Johnson, who has had 20 years' experience, from the bench up. "We are going to make quality of goods, low price, courteous treat-

ment, and prompt delivery the combination, and that means that we have come to stay," he said. The delivery branch will be a feature in itself. The addition is rapidly nearing completion, work being pushed night and day.

* * *

The latest innovation in the Wanamaker advertising is the printing at the head of the page, boldly displayed, of a terse sentence which has so much common sense in it that it invariably leaves an impression of sincerity and proves convincing. Here are a few selections which appeared recently:

"This is not a mere advertising dash to bring a crowd, as we have in store enough shoes to serve our buyers for many days. Early selection is always advantageous, however."

"The freedom of the store carries with it no obligation except to get the fullest possible enjoyment out of the new fall things."

"No one can say she has seen the new things unless she visits the store every day."

"Out of the ordinary things are more apt to be found here than anywhere else—and the prices are not exorbitant."

"To do the work of the day with largest intelligence is the purpose of the Wanamaker store."

"The store itself can alone tell all that you wish to know about the new things coming in every day."

"Even service—the knowledge that satisfied in one thing, they will be satisfied in others—brings people back again and again to this store."

"No old surplusage re-ticketed and re-boxed, exploited again with the same old gasometer, but so much that's new and never before seen on sale that the old store seems as fresh as when it started."



If you want in on a good thing just gather a few dollars together and look out for grand opening sale of Pittsburgh lots.

West Pittsburgh Realty Co., Fifth Building, Pitt.
Duquesne Bldg by Co., Fourth and Grant, Pitt.



Don't work with dull tools—don't tinker with wild-eyed schemes. Put your money into West Pittsburgh and see it grow. Big sale of lots coming.

West Pittsburgh Realty Co., Fifth Building, Pitt.
Duquesne Bldg by Co., Fourth and Grant, Pitt.



Many a man loses in a single night the accumulations of many years.

Put your money into West Pittsburgh and see it grow. Big sale of lots coming.

West Pittsburgh Realty Co., Fifth Building, Pitt.
Duquesne Bldg by Co., Fourth and Grant, Pitt.



It would be hard to find a wealthier man today who didn't get his first big boost in real estate.

West Pittsburgh is your opportunity—big money and a new career. Big sale coming.

West Pittsburgh Realty Co., Fifth Building, Pitt.
Duquesne Bldg by Co., Fourth and Grant, Pitt.

THESE FOUR SINGLE-COLUMN ADS OF THE WEST PITTSBURGH AND DUQUESNE REALTY COMPANIES, PITTSBURGH, WERE SCATTERED THROUGH A SINGLE ISSUE OF THE "DISPATCH," OF THAT CITY, AND MADE A MUCH MORE EFFECTIVE SHOWING THAN OTHER REAL ESTATE ADS OCCUPYING QUARTER AND HALF PAGES.

NOT ALWAYS DUE TO MONEY
EXPENDED.*By E. Press.*

Under our form of society the law of the "survival of the fittest" is as inexorable as the law of gravity

Hard lines, you say?

But no good can come from concealing the fact. The world will not take you on credit. You must demonstrate your ability, which is nothing more nor less than brains.

Money is the cheapest thing in the world.

Brains are the highest commodity of creation.

Capital everywhere is looking for investment. Men of ability have no trouble in establishing an enterprise; but brains, not money, must make it successful.

In no other line of business can this be demonstrated so quickly as by the game "Advertising." If it were possible to figure the exact number of people who would purchase an article, and the price they would pay, giving the manufacturer a guarantee of the exact amount for his production (providing the expenditure should be \$100,000), the great question that arises is, where to place the money.

Duplicate circulation means more to the large advertiser than many will admit; however, the magazine advertising is summing itself down to a mail order business, and the apparent importance of the magazine as a medium for the introduction of goods is proving a pronounced failure, and in seven cases out of ten the magazine advertisers of former days are now the best patrons of the daily newspaper.

The adaptability of a live newspaper is clearly proven by the following example given by *The Evening Press*, published in Grand Rapids, Michigan. Mr. H. N. Hammond of Bay City, Michigan, was considering the placing of a health food on the market and submitted a series of typewritten copies and made a ten-thousand line contract with *The Evening Press*. At this time the machinery to manufacture the food and the boxes in which to place the same had not been ordered. However, Mr. Hammond, influenced by the fact that Grand Rapids is an exceptionally good territory in which to



try out a new article, and wanting action for his money at the earliest possible moment, decided to launch the enterprise entirely through *The Evening Press*, using not only the proofs of the large display advertisements, but also the services of *The Evening Press*' broker, who canvassed and sold fifty retail grocers in ten days, before the goods were ready for shipment from the factory.

The Ladies' Home Journal can show to its credit many successful advertisers, but it is impossible for the advertiser who desires to cover the field thoroughly to do so through magazines, and it is not likely that they ever made a showing equal to the average daily newspaper in any one territory. The important factor in publicity is quick action on the amount invested. If the investment is good, and it requires a month to realize on it, there are just twelve chances in the year in magazines, but with the daily newspaper, after twenty-four hours at the longest, the first effects are felt. Continual hammering of this sort will produce more returns in two weeks than a magazine can offer in as many months.

The Evening Press of Grand Rapids, Michigan, offers many advantages over the average advertising medium by acting as a special agent where a traveling representative cannot be on the ground. This has been demonstrated during the past five years with proprietary advertising, and at the present time the food manufacturer considers the opportunities offered by *The Evening Press* an advanced idea in the commercial world.

Mr. C. J. Billson, 86 Tribune Building, New York, or from his office in the Tribune Building at Chicago, will gladly furnish all information required by the advertiser.

BERLIN LETTER. (Special to Printers' Ink.)

BERLIN, Sept. 30, 1902.

"Reclame ballets" is one of the largest theatrical advertising enterprises in Germany. When this art of advertising popular goods behind the footlights was first introduced there was wholesale indignation on the part of the critics while the "first night" audience hissed as ballet girls in flowing draperies whirled around and on the border of their gowns, across the bottom of the petticoats and on their hats displayed the names and dwelt upon the qualities of articles of wear, toilet and furnishing goods, household articles and other well advertised commodities. The Berlin public has quite resigned itself to this latest enterprise on the part of theatrical managers. But the critics exclaim, "Where will the mania stop?"

Theatrical advertising, as an art, is highly developed in Germany. It creeps in undetected by the great mass of the public in the lines of the leading comedians, at the varieties and music halls. Couplet and comic singers reap a rich harvest from this source and there are few playhouses here in Berlin, except the first class dramatic theaters and the Royal Opera, where this kind of advertising is not permitted. Within a few years the theatrical advertising business has become a remunerative branch both for the theaters and for the advertisers. Nor can it be said that the German advertisers are conservative in their claims.

Humorous caricatures and reproductions are almost invariably employed in attracting attention and inducing the audience to remain in their seats during the intermissions while the lantern flashes the advertisements upon the drop curtain. So successful has this feature become that the audience follows eagerly the illustrated "ads" and enjoys the manner in which the qualities of the articles are advertised almost as much as the "turns" on the stage. At some music halls the "moving picture" inventions are also introduced as advertising

mediums. At a number of opera houses when stationary advertising drop curtains are used there is an effort to make the advertisements harmonize with the scenery and not offend the eye with too glaring colors or patch work.

In spite of the popular prejudices provoked here by German advertisers and business men against the American methods of advertising its introduction here by a number of American houses has found many imitators. This prejudice is rapidly disappearing, however, as the German advertisers realize more and more how valuable large expenditures for advertising are and have learned by this time that such investment pays large dividends. I had a talk recently with the advertising manager of one of the big Berlin department stores which is also one of the heaviest newspaper advertisers, and he showed me figures revealing that within the last two years the advertising account has been nearly trebled because of the good results of full page and special advertising. The department store, by the way, has grown to large proportions in Berlin. A law was enacted in 1897 applying a gradual anti-department store tax to prevent the large retail stores from crowding out the small merchant and middleman. But Berlin is a metropolis and has grown to tremendous proportions within the last decade. The same struggle existing between department stores and the small merchant in New York, Chicago and other cities is just as keen here. In spite of all the laws legislated for the restriction of department stores the last two years has witnessed the opening of two large additional stores which have become popular owing to extensive advertising—"small profits and quick sales." On Leipziger strasse, the principal shopping street of Berlin, the department store is the center for shopping. They have special departments and managers who conduct the advertising and obtain new ideas from advertisers all over the world. There are "special sales" and "bargain days" just as in New

York and Paris. Monday is the shopping day.

The advertising fight between the rival firm of Mosse's Annocen Expedition and Scherl, proprietor of the *Lokal Anzeiger*, is at its height. Herr Scherl is opening rival bureaux in all large cities of Germany. But the Mosse concern has the advantage of having been established over thirty-five years and has thus grown to be the chief advertising bureau. But there is nevertheless a sad lack of international advertising connections. Frequently requests are received by the U. S. consuls from leading advertisers in the United States as to what medium to apply to in order to advertise their goods in Germany, Austria, Switzerland and Russia. The Mosse bureau devotes itself mainly to daily newspaper advertising so that there are no special facilities for advertising in the trade or technical journals, of which there are many hundreds.

THE AD SCHOOL GRADUATE.

26 W. Chelton avenue,

GERMANTOWN, Pa., Oct. 10, 1902.

Editor of PRINTERS' INK:

One of the most damaging pieces of evidence supporting the current indictment against advertising schools is the recent voluntary admission of an ad school graduate that in seeking employment he found it an absolute handicap to make known the fact of his ad school training. When the writer read and carefully re-read the statement of this frank ad school graduate, he mentally asked himself this question: "If a man applied to me for employment as an advertising manager or writer, and stated that he had recently 'graduated' from an advertising school, would the fact influence me against the applicant?"

The writer thought awhile and then mentally answered, "Yes," for several reasons. First and principally, because it is a sign of lack of judgment on the part of the applicant. It is fair to assume that he was led to enroll in the

ad school largely by the promise of speedy and very remunerative employment upon his completing the "course." All ad schools promise that. From \$25 to \$100 per week is the salary usually hinted at. How the man who imagines that with the training obtained in a six months' correspondence course he can find endless opportunities for employment at such a salary has the poorest kind of judgment. What a cinch, a snap, he would be for the ordinary circulation liar! Where is the sane business man who would intrust to him the spending of an advertising appropriation? True, there are hundreds of advertising positions filled at such salaries, and at larger ones, too; but they are kept warm by men who must know more about real, life size advertising than all the ad schools in creation can teach them. Again, the ad school graduate usually holds a hopelessly distorted view of advertising. He has dabbled in it a bit—he has learned that advertising is usually measured by agate lines—he can tell what pica type is (though he probably wouldn't know it if he saw it without the name tag)—he has several times made a printer's "layout" during the course of instruction (carefully copying the model sent him by the school)—and now he is fully posted on the whole subject of advertising. Confidently he will go to the makers of Sapolio, or to his local retail merchants, and offer to "greatly improve their advertising in order to make it as profitable as it should be." In fact, nobody ever knows quite as much about advertising as the fresh ad school graduate. After the world has rolled over him a few times (to borrow a good phrase from the Little Schoolmaster) he begins to know less and less. In the third place, the ad school graduate's knowledge of advertising is wholly theory—and what holey theory it sometimes is! He knows nothing of the practical work of making real advertising. He consistently refuses to realize (because he can't) that advertising involves more of business ability and discernment than it does of technical rules for telling the printer what kind of type to use. Sooner or later the ad school graduate will bump his head against the hard truth that advertising can't be taught in text books.

These reasons are sufficient to show why the fact that a man is an ad school graduate is good grounds for rejecting his application for an advertising position. Yours truly,

RUSSELL HENRY RAMSEY.

SHORT ADS.

The classified columns of THE EVENING STAR bring quick and sure results. If it is Help or Agents Wanted one cent a word covers the investment. THE EVENING STAR has more short ads than the other daily papers combined.

M. LEE STARKE,

Tribune Building, New York.

Tribune Building, Chicago.

AN APT LADY PUPIL.

HARRISBURG, Pa., Sept. 25, 1902.
Editor of PRINTERS' INK:

I accept your invitation to send some clippings of ads. If there is any good in them at all, PRINTERS' INK deserves half the credit. Very truly yours,

HELEN C. CLARK.

The above letter was the first received in response to the paragraph



One Way

Thursday, Oct. 4, 1900.

The blithest, busiest time year is ahead of us. What fun Christmas would be if it weren't such a strain on the pocketbook! How would you like to ease up a little without lessening the presents? Here's one way to do it. Come down to the store and choose what you like out of our handsome new stock—we'll hold it for you as long as you want after you've paid a small deposit as a guarantee of good faith. Make up the rest bit by bit as it suits you—you'll have the big things off your list before you know it.

Remember: no extra charge—and the sooner you begin the better.

Jewelry.
Silverware.

P. G. DIENER

416 Market Street

Harrisburg, Pa.

below which recently appeared in PRINTERS' INK:

It is surprising how comparatively few conspicuously good retail ads are found in the thousands of papers print-

ed. To better the department of Ready Made Ads in PRINTERS' INK, the Little Schoolmaster invites readers to send in clippings of their ads as they have appeared in local papers. Such an exchange of ads would prove beneficial to many pupils.

The specimens which Miss Clark sends for criticism deserve praise for sensible argument and excellent display. Among the dozen or more she sends there isn't a single ad that is poor. The Little



Thimbles

Thursday, Nov. 1, 1900.

A great many women play "Hunt the Thimble" when they're in no mood for it. The comfortable way is to have two or three—if one gets lost, no matter. Wait till it turns up again. We have sterling silver thimbles from 15c to 75c; solid gold, \$3 up. For all practical purposes the 50c is the best investment (good heavy weight with a prettily engraved band) though the 75c thimbles are handsomer, of course, and gold takes the shine off them all.

Have you ever thought of thimbles for Christmas gifts?

Jewelry.
Silverware.

P. G. DIENER

416 Market Street

Harrisburg, Pa.

Schoolmaster reproduces two of them; they are perhaps not the best ones but a fair example of the average quality and display. The rest will be turned over to the Ready-Made Ad Department.

Our Doings is a quarterly issued by the Lord & Thomas agency, Chicago, containing specimens of this agency's work. The September number shows that Lord & Thomas have placed business for the following prominent advertisers during the past three months: Lake Shore & Michigan Southern Railroad, Michigan Stove Company, Loftis Bros. (diamonds by mail), Pozzoni's Complexion Powder, White Star Coffee, Armour's Star Ham, Malta-Vita, Lion Coffee,

Deering Harvesting Machines and Van Camp's Beans. "They Say" is a little booklet accompanying this quarterly in which the publishers of the *Chicago American*, *News*, *Record-Herald* and *Tribune* congratulate the firm upon having placed more business with each of these papers since January 1 than any other agency in the United States, while a check for \$9,000 which was mailed to the *Ladies' Home Journal* August 25, is reproduced in facsimile.

LARGEST CIRCULATION IN NEW JERSEY.

Read the Circulation Figures of

THE Newark Evening News

For the First Nine Months of 1902.

The News circulates through the entire northern part of the State, and all along the Jersey coast. It is a high-class two-cent newspaper.

THE Newark Sunday News

Is now a little more than one year old and is rapidly increasing in circulation at the popular price of two cents. It is pre-eminently the best two-cent Sunday newspaper in the United States.

Detailed Statement of the NEWARK EVENING NEWS for the first nine months of 1902.

49,276 Copies Average Net.

DAYS.	JANU'Y	FEBR'Y	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.
1.....	***	48,767	49,694	50,214	49,681	48,868	48,585	44,173
2.....	47,712	50,489	50,138	49,443	48,508	47,124	48,227
3.....	47,730	49,280	53,112	51,858	49,888	49,353	48,668	49,717
4.....	47,664	49,381	52,781	50,843	49,866	49,196	48,174	48,742
5.....	49,498	50,434	49,859	49,868	49,714	47,732	48,578	48,458
6.....	47,977	49,217	50,286	50,174	48,949	48,624	48,066
7.....	48,230	49,309	50,125	50,623	49,834	48,476	48,868	49,244
8.....	47,983	48,699	49,666	50,250	49,861	48,597	48,719
9.....	48,218	50,712	49,782	49,386	48,308	48,814	48,450
10.....	48,159	57,801	50,330	50,855	49,584	49,158	48,490	49,068
11.....	47,890	51,049	50,424	50,471	49,966	48,986	48,714	49,102
12.....	49,015	50,255	51,018	50,006	48,686	47,154	49,020	48,833
13.....	48,015	49,485	50,127	50,008	48,727	48,984	48,121
14.....	48,574	49,511	50,010	50,459	49,983	48,209	48,173	48,574
15.....	48,505	49,150	49,782	50,546	49,796	48,262	48,200	49,325
16.....	48,513	50,322	49,705	48,868	48,552	47,186	48,920
17.....	48,412	47,630	50,250	50,482	49,114	48,720	48,287	49,118
18.....	48,019	50,050	50,007	50,187	48,908	48,415	49,014	49,190
19.....	49,785	50,072	49,739	49,855	49,967	47,621	48,522	49,588
20.....	48,644	49,747	50,243	49,929	48,510	49,350	49,449
21.....	50,326	49,824	50,023	50,233	50,061	48,587	48,516	48,809
22.....	48,515	47,484	49,638	49,882	49,775	48,665	48,418	50,422
23.....	49,649	49,936	49,614	49,235	49,219	47,514	50,380
24.....	48,919	50,857	50,219	49,898	48,881	58,471	48,581	50,108
25.....	48,732	50,215	50,264	51,059	49,416	48,318	48,500	50,480
26.....	50,282	50,181	49,674	49,983	49,283	47,894	48,672	50,236
27.....	49,404	50,330	50,153	49,427	49,253	48,840	48,840	50,114
28.....	48,938	49,680	49,697	50,225	49,599	48,549	48,186	48,420
29.....	48,944	49,585	49,957	49,595	48,112	48,413	50,608
30.....	49,049	50,145	46,694	49,112	48,335	47,298	50,464
31.....	48,738	50,050	49,298	48,186
NET TOTAL	1,261,265	1,195,386	1,307,555	1,309,148	1,339,258	1,229,064	1,255,205	1,257,017	1,278,089
Net Monthly Ave., 1902	48,510	49,808	50,290	50,352	49,602	49,163	48,277	48,346	49,157
Net Monthly Ave., 1901	45,728	46,079	46,318	46,232	46,161	45,736	44,201	43,852	47,182
Net Gain Over 1901	2,782	3,729	3,972	4,120	3,441	3,427	4,076	4,494	1,975

Actual net circulation during Janu'y, Febru'y, March, April, May, June, July, Aug. and Sept., 1902, 11,431,976. Daily average. 49,276 net. * * * New Year's, 4th of July

[Samples, waste, unsold and returnable copies not included in this statement, which is the actual net circulation.]

Total run during January, February, March, April, May, June, July, August and September, 12,159,661. Daily average. 52,412.

State of New Jersey, County of Essex, ss. WILLIAM P. HENRY being duly sworn, deposes and says that he is the Business Manager of the NEWARK EVENING NEWS, and that the above given statement of the actual net circulation of the NEWARK EVENING NEWS during the months of January, February, March, April, May, June, July, August and September, ending Tuesday, September 30th, 1902, is true.

[L. S.] Subscribed and sworn to before me this Second Day of October, A. D. 1902.

WM. P. HENRY.
CHAS. F. DODD, Notary Public.

"NEWS" HEADS THE LIST
Advertising in its Columns Produces the Best Results.

The following unsolicited testimonial to the value of the advertising columns of the NEWS has been received.

Ben. B. Hampton Co., advertising agents, 7 West Twenty-second Street.
M. Lee Starke, Tribune Building, New York: New York, September 25, 1902.
DEAR SIR: In figuring up results obtained from the Zema Cars advertising we find that the NEWARK (N. J.) NEWS has paid us the best of any paper we have so far used. We have been in papers that have a circulation of from 1,000 up to 70,000, but none has produced as many sales for the amount of money expended as the NEWARK NEWS. Yours very truly,
BEN. B. HAMPTON CO.

M. LEE STARKE, Manager General Advertising.
TRIBUNE BUILDING, NEW YORK. TRIBUNE BUILDING, CHICAGO, ILL.

PRINTERS' INK will be sent to any address for Five dollars.

PRINTERS' INK will be sent to any address 1st, 1908, for Ten dollars.

Five copies of PRINTERS' INK, ordered at any address if desired, will be sent from now till

Any person securing fifty dollars for subscription may deduct twenty dollars as an agent's commission settlement. By these terms a payment of ten

One subscription for PRINTERS' INK for

Twenty-five subscriptions for PRINTERS' INK for

One hundred subscriptions for PRINTERS' INK for

These terms hold good until

Decemb

This offer is favorable for advertising space with a year's subscription to PRINTERS' INK. It is especially favorable for local advertisers to read PRINTERS' INK regularly and, therefore, more liberal users of advertising space.

Canvassers may have sample copies

Address PRINTERS' INK, 10 S

any address from now to January 6th, 1904,

any address for five years, from now to January

ordered by one person, but sent to five different
now till January 6th, 1904, for Ten dollars.

s for subscribers, on the terms specified above,
ent's commission and remit thirty dollars in full
ent of thirty dollars will secure

' INK *for twenty-five years, or*

for PRINTERS' INK for one year, or

ptions for PRINTERS' INK for three months.

until

ber 31st.

tising schools who wish to present their pupils
rs' INK and for newspaper men who wish their
regularly, and thereby become more intelligent
vertising space.

copies free on application.

INK, 10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, OCT. 15, 1902.

THE world needs to be reminded as much as to be informed.

MAN represents the highest heroism in his unseen battles. In a fight of spectacular surroundings it's easy to work up courage.

BANKS and trust companies are doing some excellent advertising in newspapers. The Little Schoolmaster would be pleased to receive some good specimens which may come to the attention of his pupils. Courtesies of this kind are always appreciated by PRINTERS' INK.

PEOPLE are tempted to believe that simplicity presents certain external characteristics by which it may be recognized, and in which it really consists. Simplicity and lowly station, plain dress, a modest dwelling, slender means, poverty—these things seem to go together. Nevertheless, this is not the case. Simplicity is a state of mind. It dwells in the main intention of our lives.—Charles Wagner.

"WHAT'S in a name?" Everything, almost. Ask "Ripans," "Uneeda," "Omega Oil" and other successful advertisers. Are not the names of Wanamaker, Marshall Field, Clafin, and hundreds of other successful business men worth something? The name is that by which a person or thing is known, and stands, therefore, for the person or thing. It is famous, or it is infamous, as it may be good or evil.

THE New York Times printed fifty-seven columns of advertising on October 1, 1902.

CONSPICUOUS among the newspapers that carry intelligent and excellent bank advertising is the Pittsburg Times.

"LIKE honey gleaned from myriad flowers, Nabisco Wafers possess the subtle charm that holds the appetite in sweet captivity," says a recent National Biscuit Company ad. Oh—sugar! This sounds like some of the things that the hero says to the heroine in historical novels and tank dramas.

THE Associated Press is a close corporation and its members intend to keep it so. It is also the greatest news gathering corporation in the world. To publish a great daily without its service becomes practically an impossibility. There are two or more smaller concerns who furnish a news service, but they are generally regarded as merely auxiliaries.

THE liar is not admired. Many moralists place him in the class with thieves. It is commonly accepted that the advertiser who lies in his statements will cheat in his goods. Cheating is rarely punished at law, but it bears the reprobation of the decent public. Exaggeration in advertising is a form of lying—indirect possibly, but a lie just the same.

IN Cincinnati they have every year a big show under the auspices of the Fall Festival Association of Cincinnati. An interesting feature of this festival is the so-called school children's day. On that day the newspapers of Cincinnati print coupons which entitle school children to a free admission to the show of the association. Monday, September 22, 1902, 21,454 school children presented these coupons at the festival gates. By official count 16,845 appearing in the Times-Star were used, while the coupons of all other Cincinnati papers combined were 4,600. The Times-Star asserts that this fact is pretty good evidence of its excellent home circulation.

In the case of a pretty ad very frequently it's the case that it merely attracts the eye without making any impression on the mind. Mere prettiness in an ad will not serve as a substitute for sound argument.

THE special issue of PRINTERS' INK of November 12, 1902—the bank number—is a splendid opportunity for telling one bank's message to another. The great city bank, which is desirous to get into contact with the smaller banks in smaller cities and towns, and vice-versa, finds in this issue an excellent medium to tell its story to about 18,000 banks and bankers at a very small cost. For all further information write to PRINTERS' INK, 10 Spruce street, New York.

AN examination of the advertisements in the *American Machinist* is a treat and a lesson. Almost every advertisement is conspicuous for individuality and striking display. The *Machinist* has its own advertising and ad illustrating department which is at the service of its patrons. The work accomplished speaks for itself and one readily believes that such a paper is a profitable medium. The *Machinist* sets an example from which the trade papers of the country can learn a good deal.

It's an exceptionally good argument that speaks as directly as a fine picture. According to the London *Daily News* the school board of High Wycombe, Bucks, England, recently met to appoint a head mistress for one of the schools under its supervision. Two out of three candidates for the place were present in person, but the third, a young lady of Harrowgate, sent her apologies and her photograph. After hearing what the two candidates present had to say for themselves the board decided that the Harrowgate young lady's photograph spoke more eloquently of her abilities, and appointed her to the place forthwith. The most remarkable fact in the case is that the British press to a man refrained from the old joke about a "speaking likeness." This is true forbearance.

PRINTERS' INK is now for sale on the news-stands of Manhattan Borough, New York City. It is intended to extend the field wherever a sufficient demand can be developed. Remember you may order PRINTERS' INK from any newsdealer anywhere. He will order it for you if he hasn't got it for sale now. Newsdealers who are willing to push the sales of the Little Schoolmaster will be honorably mentioned in PRINTERS' INK and given such advertising as will have a tendency to further their sales.

"Be instant in season." This is a good text for the advertiser. Find out, know, what the people want and give it to them. Let them know that you have it in stock. Anticipate, if possible, what is likely to be popular. Seek to be the first to let the public know it is in stock. Those who wait until others have had their say, are likely to get only the few straws that are left by the blades of the harvesters.

ANYBODY who has a proposition to make which will interest the banks and bankers of the United States and Canada can cheaply and effectively do so through the columns of the special edition of the Little Schoolmaster which goes to these people Nov. 12, 1902. The total issue goes forth to over 35,000 names; over fifty per cent of them are banks and bankers. They are business men, who are constantly looking for new, practical, labor saving office devices. They do not hesitate to pay the price for anything that appeals to them as desirable to possess. For such propositions the classified columns of PRINTERS' INK are suggested to bring the matter to their attention. One line costs twenty-five cents, four lines for one dollar can tell a fair story if intelligently composed. An investment of two dollars is generally sufficient for a preliminary bid of patronage. Press day for this bank number is November 5, 1902.

THE ancient Greeks caused the words, "know thyself" to be carved over the doors of their temples. The modern advertiser should adopt for his guidance the injunction, "Let other people know you." In this is the alpha and the omega of advertising.

ONE who starts out to make popular a new article cannot be too particular as to all the details of publicity. Care should be exercised in the choice of stationery, circulars and other forms of advertising. Nothing is more true than that an article and the man who is pushing it are judged by the paper and the printing which exploits them.

PRINTERS' INK published in its issue of Sept. 17, 1902, an interview giving the experience of Mr. G. Herbert Wright, in regard to advertising a telegraph business. Mr. Wright is manager of the Postal Telegraph office in Danvers, Mass. The *Electrical World and Engineer* reprints the story in its issue of October 4, 1902, to all appearances as matter of its own. The Little Schoolmaster gladly spends his money and feels amply repaid even if his esteemed contemporaries modestly ignore the good he does.

THE adwriter, who thinks he has plans and ideas which ought to appeal to banks and financiers, can set them before these parties in the Little Schoolmaster's bank number of November 12, 1902, to better advantage than it would be possible in any other way. He can reach about 18,000 of these extra readers through the classified columns of PRINTERS' INK for twenty-five cents a line. In considering this suggestion, he should also bear in mind that these people have means and are likely to become desirable customers if once well served. The classified columns of PRINTERS' INK are considered by many just as effective as display space. As a matter of fact there is no unprofitable space for any kind of a right proposition in the pages of PRINTERS' INK. Press day for the bank issue is November 5, 1902.

FOR SALE—One ton of coal; price \$17.50. House No. 684 St. Marks avenue thrown in. Apply to Charles B. Hobbs, 59 Pine st., N. Y. City.

The above advertisement, which appeared in the *Brooklyn Eagle*, expresses in a somewhat humorous way the state of affairs in the coal market, which is far from humorous.

THERE are adwriters who exhaust all their strength in effort to attract attention to themselves, so that when it comes to persuading men of the merits of the goods they are tired completely out. The first, last and all-the-time duty of an adwriter is to think of his wares and his readers, in order to bring the two together. The further he keeps out of sight the better for the man who employs him.

ADVERTISERS, as a rule, are of the opinion that the publishers of newspaper directories are less exacting than they ought to be in accepting information upon which a newspaper circulation rating shall be based.

Dauchy & Co. of New York ask of a publisher:

What has been your average circulation for three months preceding date of this statement?

Chas. N. Fuller of Chicago asks:

What circulation each issue will you guarantee advertisers for the twelve months commencing October 1, 1902 issue, and ending September 30, 1903 issue, inclusive?

Geo. P. Rowell & Co. insist that a publisher shall:

Set down separately the number of complete copies printed of each issue during the twelve months preceding the date of statement and divide the sum of the several issues by the number of separate issues, thus showing the average issue.

Next to the American Newspaper Directory that published by Ayer & Son of Philadelphia is the most pains-taking and careful about its circulation ratings and the Ayer Directory, in its issue for 1902, credits the San Jose, Cal., *Mercury* with issuing 10,250 copies daily while the publisher of the *Mercury* informs PRINTERS' INK that at the present time he is issuing a trifle more than 6,000 copies and that never, in the paper's history, has it printed so many as it has during the year of 1902.

A RESPONSE is not an order. There are thousands of men and women in the United States who have a mania for responding to advertisements. It is the orders which count.

The interest manifested in the forthcoming bank issue of PRINTERS' INK is pleasing. Responding to the invitation of the Little Schoolmaster to send him specimen of bank ads now used, the cashier of the South Chattanooga Savings Bank, Chattanooga, Tenn., sends a collection of double column advertisements which come up to the standard of excellence that PRINTERS' INK likes to see.

SYSTEM and specialization are indispensable in the safe and economical conduct of every line of business. The potency of this assertion comes to every advertiser with double force. The American Newspaper Directory is an expert work of system and practical specialty that stands alone in this or any other country. Thirty-four years of undivided attention to the subject matter have reduced the question of rating newspapers and their value and character to a system which is proven to be best. The new revision—October, 1902, issue—is now ready and will be sent postage paid upon receipt of five dollars.

PRINTERS' INK, one of the best known publications connected with the advertising business of this country, on Wednesday made its appearance for the first time on all the news-stands of Manhattan Borough. The Little Schoolmaster, as it has been affectionately nicknamed by some of its readers, has certainly stimulated and greatly improved the tone and character of newspaper and magazine advertising. From the day it was founded, its editor has fought many battles against old-fashioned, outgrown and inane methods of publicity in its columns, and has the satisfaction of knowing that his labors have not been in vain. PRINTERS' INK ought to find its way into the hands of many new readers now that it can be found on the news-stands.—*New York Daily News*, Oct. 4, 1902.

PRINTERS' INK is for sale on the news-stands in Manhattan Borough.

PRINTERS' INK appears every Wednesday and costs ten cents a copy.

PRINTERS' INK is a journal for advertisers, treating publicity as a modern force, from a practical business standpoint.

PRINTERS' INK is more thoroughly read than any other advertising journal in the world because it presents more interesting, readable and practically applicable business advice than any other in existence.

If You Are an Employer

tell your clerks to read PRINTERS' INK; they will thus become a better help to you in your business.

If You Are an Employee

read PRINTERS' INK; you can get it from a news-dealer for 10 cents a copy.

PRINTERS' INK will teach you the art of advertising and many other useful things. It will make you more valuable as a clerk and it will enable you to earn a better salary if you apply the instruction it contains.

**10 cents a copy
at all News-stands
of
Manhattan Borough**

WHERE credits are given those who pay are expected to make good losses through those who do not pay. So in advertising, the good mediums must make good what is lost through the poor ones.

RESPONDING to a recent invitation to send in good retail ads, Mr. Alfred Edmondson, cash ironmongery, 10 and 10a Queen street, Morecambe, England, forwards a bunch of his work. Mr. Edmondson prepares his ads himself and they are excellent. He has been a student of PRINTERS' INK for years and his work has been commendably mentioned in the pages of the Little Schoolmaster. The advertisements will be turned over to the Ready-Made Ads Department.

THE Women's Christian Temperance Union has raised a protest against a large poster advertising Pearl Wedding Rye Whiskey, in which David B. Hill, District Attorney Jerome, Governor Odell, Admiral Schley and Mayor Low are presented in the act of taking a drink of that beverage. The poster is particularly inappropriate because Mr. Hill is an abstainer. Some of the car card verse that has recently been used by the same firm is of so weak a sort that a protest is due from the Amalgamated Guild of Minor Poets.

EARLY in November Frank Presbrey is to address the Atlas Club, Chicago, upon the subject of "Transportation and Advertising." Hardly any person in the world of advertising is so well qualified to talk upon this topic as Mr. Presbrey, for he handles much of the publicity of the North German Lloyd and Hamburg-American steamship lines, the Southern Railway and other transportation companies. In the opinion of those who know the various advertising and business clubs of the United States the Atlas Club is one of the most active and practical commercial organizations in the country. Daniel M. Lord, of the Lord & Thomas agency, is president, and William F. Simpson, of the Atchison, Topeka & Santa Fe Railway, is secretary.

THE interesting publication, PRINTERS' INK, was placed for sale, beginning with this month, on all the news-stands of Manhattan Borough. The Little Schoolmaster, which is issued every Wednesday, is an earnest and well informed advocate of all kinds of advertising, and in appealing to a larger public it will increase its usefulness and good influence.—*New York Evening Sun*, Oct. 3, 1902.

THE summary of the internal trade movements for the current year up to the month of August has just been completed by the Treasury Bureau of Statistics. Account is taken of representative traffic operations in the interior, on the Great Lakes, at the North Atlantic seaboard, on the ocean and Gulf coasts, in the territory known as Southern territory, on the Pacific coast, movements by rivers and canals, and special features of the coal, coke, petroleum and phosphate trade. The summary gives valuable indications of the tendency of commerce.

THE CLUBBING RATES.

SOUTH CHATTANOOGA SAVINGS BANK.
State Depository. Paid in Capital, \$50,000. Surplus \$14,000.

CHATTANOOGA, Tenn., Sept. 27, 1902.

Editor of PRINTERS' INK:

Inclosed please find cashier's check for \$10 for which you will kindly send us PRINTERS' INK from this date to January 1, 1908, per your advertisement of September 24. Yours truly,

C. M. PRESTON, Cashier.

WILLIAM BRAGAW & COMPANY,
Insurance, Fertilizers, Cotton.

WASHINGTON, N. C., Oct. 6, 1902.

Editor of PRINTERS' INK:

Herein our check for \$10 for which send to our address PRINTERS' INK from now until January 1, 1908, as per your offer in Sept 24 issue. Yours truly,

WM. BRAGAW & Co.

SUNNYSIDE,

WINTHROP, Mass., Oct. 6, 1902.

Editor of PRINTERS' INK:

As per your offer in a recent issue of PRINTERS' INK, I inclose you \$10, for which send me PRINTERS' INK until January 1, 1908. Yours truly,

R. SPOULE, M. D.

CHATTANOOGA, Tenn. Oct. 3, 1902.

Editor of PRINTERS' INK:

In your issue of Sept 24th, on page twenty-four, we note your very liberal offer to subscribers. We would like to take advantage of this offer and hand you herewith our check for \$10, which as we understand it pays for subscription to PRINTERS' INK to January 1, 1908. Yours very truly,

THACHER MEDICINE CO.



The young people look for the local happenings of their vicinity. The city daily does not give it. The local country weekly does. Moral, use the latter or lose your opportunity.

There are 1,500 of these local weeklies upon the Atlantic Coast Lists. They reach every week one-sixth of all the country readers of the United States. Catalogue—and how to do it with one electrotpe—for the asking.

ATLANTIC COAST LISTS, 134 Leonard St., New York.

THE little words of every day use are the words that should be used in advertisements. Big words and high-sounding sentences usually convey no clear meaning.

ONE who gets down to the comprehension of the plain people may be sure that everybody will understand what he writes. Charles Dickens is as much the delight of scholars as of the unlearned. He wrote so that everybody could understand. "Pilgrim's Progress" is an English classic, marvelous in its simplicity yet beautiful in its clear-cut Anglo Saxon words.

IN New York City to-day, and for that matter throughout the country, there are many advertising agencies which are bluffing responsibility, but as a matter of fact are keeping above the sod simply by holding up accounts, or in other words using publishers' money for their working capital.—*The Publishers' Guide.*

And that's what the newspaper men like. Nearly every publisher of a newspaper, everywhere, takes a paternal interest in the advertising agencies that don't pay. That's one reason why those that do pay promptly have such a hard time competing with those that don't, and a still harder time when they come into competition with those that do not pay at all.

THE manufacturer of novelties which could likely be utilized by banking and financial institutions can set forth his proposition in the classified columns of PRINTERS' INK for twenty-five cents a line. A special edition of the Little Schoolmaster will be mailed to 18,000 of these people on November 12, 1902. The total edition of PRINTERS' INK of that date reaches over the 35,000 figure. If a novelty factory wanted to reach the same amount of readers by an uncertain one cent circular the postage alone would cost over \$350. Four lines in PRINTERS' INK or about twenty-eight words, will tell a preliminary story at a cost of a single dollar. Eight lines will tell about as much as is necessary to tell, and it would cost two dollars. Do you really think it would be economy to let this opportunity go by default? Press day for the bank issue is November 5, 1902.

How shall I advertise? What shall I say? These should be everabiding questions with the man who uses publicity. Other people are advertising and the competition is very active. He succeeds best of them all who answers best the two questions stated.

NATURE tried her hand at making coal, and produced bituminous and anthracite. That was long, long ago, before the Universe had a hub. Then Boston was established as the Center of Things. After regulating literature, politics, history and some others matters that were really entitled to first consideration, she has now got around to coal. Boston has produced a brand of coal that is all her own, and calls it, very appropriately, "synthetical coal." It is all explained in a chaste little booklet, sent out by the Randal Synthetical Coal Company, 176 Federal street. "Synthetical" is one of those words that a man learns at school and never has any use for after, unless he lives in Boston. It means "complete," and is Boston's delicate way of hinting that Nature did things by halves in the fuel-making line. Nature's coal produces smoke. Boston's is smokeless. Nature got her coal permeated with sulphur. Boston knew better. Nature's coal is dusty, leaves clinker and deteriorates. Boston's coal is clean, leaves only eight per cent of ash (which may be used for scouring the knives) and is warranted to keep in any climate. Nature puts her coal upon the market in irregular, inharmonious lumps, while "synthetical coal" comes in dainty little uniform cylinders. Doubtless it can be furnished in cubes, dominos, ping-pong balls and other desirable shapes. It is made of peat, petroleum, lime and pitch, and the Randall Company sells machinery and rights to anyone with the price. The little booklet tells all about the process in choice *Atlantic Monthly* diction, going into scientific, economical and mechanical details in a most thorough manner. It is a very attractive, complete, synthetical booklet, and a very good piece of advertising of a very good sort.

THE best traveling salesman that exists is printers' ink. It has no bad habits, does not sleep, nor get drunk, nor make blunders, is the same to everybody and works while others are asleep.

NEW YORK CITY is having difficulty with its municipal "advertising expert," Henry J. Brierton, who was appointed last spring after a civil service examination for the place. The city spends about \$300,000 annually for advertising space in dailies, weeklies, financial journals and other mediums. As many as thirty or forty papers in different parts of Greater New York are used to advertise tax levies, municipal improvements and like matters, while bond sales, bids for contracting work and other advertising goes into special mediums. The city "expert" receives a salary of \$1,500, and is required to know the details of advertising, advertising mediums, printing and like matters. Superintendent Cowen, of the *City Record*, says that Mr. Brierton has fallen behind his work and proved generally incompetent, and upon investigation by Mayor Low it has been decided to prefer charges against him.

ONE of the best Y. M. C. A. prospectuses that has reached the Little Schoolmaster this season comes from the Association at Oakland, Cal. It is modeled upon the prospectus written about a year ago by Mr. John E. Powers for the Cleveland Association, and not only tells the story of the Association's work, aims and hopes in easy, simple fashion, but is conspicuous for neat typography. Perhaps the compiler went a step too far in leaving out periods, but this very oddity may arouse comment and fix the book in the memory of the man who forgets its winning arguments—though what the Association could do with such a man would be difficult to say. The Little Schoolmaster's many Association students will learn new things from this booklet, and ought to send a dime to Oakland for a specimen copy. The Baker Printing Co., of Oakland, did the mechanical work.

PRINTERS' INK has announced elsewhere that its issue of November 12 (press day November 5) will be a special issue to the bankers and banking institutions of the country. This issue will have a total circulation of over thirty-five thousand copies, without a raise in the advertising rates. The individual deposits in National banks, savings banks, State banks, loan and trust companies and private banks in 1901, according to figures officially prepared by the Treasury Bureau of Statistics in Washington, aggregate to the enormous figure of 8,535,053,136 dollars. Enterprising banks of the country have already become active newspaper advertisers. There is a noticeable excellence among the ads of banks which the Little Schoolmaster observes from time to time. The latter fact would indicate that the value of preparing good copy has been early recognized. Live newspapers can also easily recognize that this new branch of publicity is now in its infancy. Live newspapers have a splendid opportunity to nurse the child into profitable customers. For, a branch of mercantile life, which amounts to a factor that is represented by billions, will make extended use of publicity as soon as the matter is thoroughly understood. Banking by mail has a grand future, it will enhance the welfare of the nation, the income of banks and newspapers and help to create prosperity all around. First-class newspapers and all those advertisers who have a story to tell which is of interest to banks and bankers may easily perceive what an exclusive opportunity the special issue of November 12 offers. For adwriters, designers, dealers in office outfits, labor saving devices, card and accounting systems, etc., the classified columns of PRINTERS' INK, 25 cents a line, are suggested. Press day for this issue is November 5, 1902.

MEN care very little about the man who sells the goods, but they are interested in what he has to offer. That merchant sells most goods who keeps himself in the background and puts his goods to the front.

THE adwriter should keep his audience before him. He should know to whom he is talking, as well as for whom and for what he is talking. Broadcast sowing will not do in the advertising field. The hit or miss plan is expensive. The hunter would not think of firing at random in the brush with the expectation of bringing down a fat buck. He waits until he sees his game and then aims directly at it.

AN empty store in Park Place has signs covering its front and windows which read: "This store to rent at \$2,500; best front in town; you can do the business here; Park Place catches all the trade, going and coming." It would seem the most natural thing in the world for the owner of an empty store to use its front and windows as a place for argument, yet in this case the signs are such a novelty as to attract wide attention and comment. The man who owns that store is not likely to wait long for a tenant, for he is not afraid to tell what he has to sell.

THE formal opening of the new retail store of Marshall Field & Company, Chicago, on September 29 and 30 and October 1, was made the occasion for some exceptionally fine full page designs in Chicago dailies. The most unique was a page ad in the *News* of September 29, in which an invitation was published in English, German, Polish, Swedish, Danish, French, Spanish, Hungarian, Norwegian and Chinese. This is not only a striking illustration of Chicago's composite population, but of the wide reach of the *News*. Foreign language papers were also utilized. The chief points of interest in the new building are its main entrance and aisle, its central courts, the art linen room, French lingerie room, tea room, grill room, counting room, picture galleries, chiming clock rooms, reading, writing and rest rooms and the annexes upon the third and fourth floors. Thousands of people have been employed for more than a year getting the opening displays ready, and the firm sent ninety buyers abroad the past summer.

THE "open-envelope" circular is a boon to the "old paper" man. It first reaches the office boy, who does not so much as open it, but hastily throws it into the waste basket.

GOSSIP is no small factor in mercantile success. A woman, or a man, who has bought goods at fair prices can no more keep it to herself than she could repress pleasure over the gift from her husband of a new bonnet. The merchant who advertises should deal so justly and fairly that those who buy will gossip favorably about the purchases made.

It is rather a gratifying thing to note that the Sunday edition of the *New York Times* seems to be gaining readers. This paper opposes the blanket form of Sunday newspaper, giving merely two supplements containing stories about current events and men of note, with the well-known financial supplement. Readers are evidently waking up to the fact that the matter in a hundred page newspaper can be condensed to ten pages, leaving out nothing vital and making a sheet that is clean and easily read.

ADVERTISEMENTS should be businesslike, and there are no frills about business. It is matter-of-fact, direct. Of all things on earth, business is the most serious as well as most important. It is not only the foundation, but the superstructure, as well, of modern civilization. Men who sell are in earnest; men who buy are in earnest. Those who earn their money by labor know that it is hard to get, and they part with it as a necessity to their being. To be sure, they do not spend it reluctantly or gingerly, but they part with it in the consciousness that it is a most important matter that each dollar shall represent and bring return of one hundred cents. Coarse jokes and ribald jests and vulgar slang in advertisements are not likely to cause buyers to open their purses. A common saying is, "It is money that talks." This should be paraphrased by the advertiser into, "It is the goods which talk."

Three Classes

A NEW REVISION OF THE American Newspaper Directory

is now ready for delivery to subscribers. This volume completes the 34th year of publication under the control and supervision of its founder, Mr. George P. Rowell.

An examination of the circulation ratings accorded to the newspapers in the new Directory will lead to dividing the newspapers into three pretty distinct classes.

FIRST CLASS

In the first class are those who tell their circulation definitely, honestly and with absolute or considerable regularity. These have circulation ratings in Arabic figures.

SECOND CLASS

In the second class are those who tell something about their circulation occasionally or generally, but commonly fail to be definite, and when the fault is pointed out neglect to remedy it. The reason for this reticence is, commonly, that an exact and definite circulation is not deemed by the publisher of the paper a thing to be desired. The papers of this class have circulation ratings by letters and particularly the letter "Z," which will be found most largely applied to papers whose publishers are better at issuing circulation claims in round figures than they are at sustaining their claims by facts and records. It should be borne in mind that the letter rating is never given to papers that will furnish information upon which a definite rating, in Arabic figures, may be based, and that the Z rating is not applied until the attention of the publisher has been directed to the insufficiency of the report he has furnished and given full information how the fault might be remedied.

THIRD CLASS

In the third class are those publishers who rarely convey any information upon which a circulation rating may be based. In most cases of this sort the publisher is of the opinion that his circulation is nobody's business but his own. Such cases are necessarily rated by letter. The ratings of papers of this class are generally embellished by the letter "y."

The advertiser who looks carefully at the circulation ratings in this book, noting how in each case they have varied during the last ten years, has no difficulty in deciding in which class a paper belongs.

The book will be delivered, carriage paid, to any address, on receipt of price, Five Dollars. Address

GEO. P. ROWELL & CO., Publishers, 10 Spruce St., N. Y.

CIRCULATIONS.

No advertiser can afford to make a single exception to the rule that satisfactory proof of circulation of every issue be given and that payment for advertisements be conditional upon such proof being furnished. Any publication that will not freely give you full information as to the number of copies actually circulated probably has good, i. e., presumptively bad reasons for withholding this information; and the quicker the advertiser insists upon knowing what he is paying for in each transaction the quicker will come the final interment of the circulation liar; and with this depreciable factor eliminated from the advertising field will come the dawn of a new day in the advertising business, a day in which failures will be reduced to the minimum.

The matter of rates is one that the publisher has a well recognized right to govern. The advertiser can pay rates or keep out as his own judgment may elect. But circulation is another question. The publisher has no rights, which an intelligent advertiser is bound to respect, to withhold circulation statements backed by conclusive proofs.—*Edwin B. Lord, in Milwaukee Sentinel.*

HINT FOR OUR TRANSATLANTIC COUSINS.

The use of postal cards for international correspondence seems to be prevalent in Germany, France and England. Business men in foreign countries may have no objection to receiving postal cards on which a cramped business letter is written, but it certainly does not impress one favorably in America. If firms abroad have business to transact with houses in the United States, let them spend a few cents more and write a businesslike letter and inclose it in an envelope. It gives more dignity to their communications.—*Furniture Trade Review.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

A SYSTEMATIC, thoughtful, responsible man, 36, wants place as assistant to advertising manager. G. R. SHEARER, Streator, Ill.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—A few advertising solicitors with good record, for a big money making proposition. ROY H. CONKLIN, Printers' Ink.

WANTED—A man competent to assume the position of advertising manager on a daily of 10,000 circulation in a town of 50,000. Address "523," care Printers' Ink.

WANTED—A growing magazine without a rival in its field, wants hustling advertising representative in all leading cities. Address "H. M. S.," care Printers' Ink.

ABLE advertising man, accomplished correspondent, successful mail order builder, open for engagement Oct. 15. \$250 monthly. I. H. BANNING, 224 W. Broad St., Columbus, O.

NEWSPAPER, STEREOTYPYER desires position. Thoroughly capable, sober and steady. Can take full charge; first-class work; union man. Address "STEREOTYPYER," care Printers' Ink.

WANTED—Several reliable mail order concerns to handle "Theory and Practice of Advertising," a new book just off the press. A successful plan is given with the contract. GEO. W. WAGENSELLER, Author and Publisher, Middleburgh, Pa.

A PROMINENT trade journal wants a correspondent in every city in the United States to look after its local subscription and advertising business. Man who has had some experience soliciting advertising preferred. Give references. Address "J.," care Printers' Ink.

ALL newspaper circulation managers to write for prices and samples of the ten different books published by us and written by Murat Halstead. They make paying premiums. Over 6,000,000 sold. Enormous demand for his latest books. **THE DOMINION COMPANY**, Dept. D, Chicago.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address **GEORGE F. ROWELL & CO.**, 10 Spruce St., New York.

ADVERTISING

POSITION

WANTED.

For thirteen years I was employed by Messrs. Geo. P. Rowell & Co., and under the immediate direction of Mr. Rowell had a great deal to do with the advertising of Ripans Tabules and the management of **PRINTERS' INK.**

I now seek a position where that teaching, as well as experience regarding newspapers and advertising mediums generally, the buying and filling of space, business methods, etc., would be valuable to a business and serviceable in carrying on the advertising plans already under way—or in forming new plans for developing trade.

Am 30 years of age.

Address **PETER DOUGAN**, 14 Perry St., N.Y.

Reference: Mr. Geo. P. Rowell.

CAPS.

DANBURY HAT CO., N. Y.
Caps quick—any ad embroidered on.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE.
Sample copy 10 cents, New York City.

TO LET.

TO LET—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to **GEO. P. ROWELL & CO.**, owners, on the premises.

ADDRESSES FOR SALE.

I HAVE the addresses of all the leading club men and women of the U. S., about 7,500. Will sell (typewritten) for \$5 per M. If you have a good article and desire to reach high-class people, these names will bring results. **A. A. JONES**, 1816 Jefferson St., Philadelphia.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited,
of 17 Spruce St., New York, sell more mag-
azine cut inks than any other ink house in the
trade.
Special prices to cash buyers.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free.
THE SHAW-WALKER CO., Muskegon, Mich.

PREMIUMS.

RELIABLE goods are trade builders. Thou-
sands of suggestive premiums suitable for
publishers and others from the foremost manu-
facturing and wholesale dealers in jewelry and
kindred lines. 500-page list price catalogue
free. **S. F. MYERS CO.,** 48-50-52 Maiden Lane, N.Y.

MURAT HALSTEAD'S books have had remark-
able sales. Over 6,000,000 sold in 6 years.
Demand steadily increasing. We have published
10 different books by this author. Best of premiums
for newspapers and wholesalers. Satisfactory
prices. **THE DOMINION CO.,** Dept. D, Chicago.

EXCHANGE

EXCHANGE what you don't want for some-
thing you do. If you have mail order names,
stock cuts or something similar, and want to ex-
change them for others, put an advertisement in
PRINTERS' INK. There are probably many per-
sons among the readers of this paper with whom
you can effect a speedy and advantageous ex-
change. The price for such advertisements is
25 cents per line each insertion. Send along your
advertisement.

PRINTERS.

IF you are not satisfied where you are, try us.
We do all kinds of book and newspaper
printing promptly and satisfactorily. **UNION**
PRINTING CO., 15 Vandewater St., New York.

A SMALL SPACE WELL USED
How often you hear somebody say: "Now
there's a small space well used. It stands right
out of the paper."

The bold typographical arrangement caught
the eye and made that small ad stand out more
prominently than one twice its size, but not so
well displayed.

One of the things we particularly pride our-
selves on, is this ability for setting advertise-
ments that are bound to be seen, no matter what
position they occupy in the paper. Your local
printer probably has not the equipment for doing
this that we have, probably he doesn't know
how as well as we do.

We furnish electrotypes too, if you like.
This is only one of the things we do for adver-
tisers—the printing of catalogues, booklets, cir-
culars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS.

10 Spruce St., New York.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Sam-
ples free. \$1.00 per M in large lots.

33 PER 1,000. Less for more; any printing.

33 THE COIN WRAPPER CO., Detroit, Mich.

BONDS AND STOCK CERTIFICATES.

WE carry in stock lithographed Bonds and
Stock Certificates partly completed, which
may be finished by type printing in a short time,
and at low cost. Send for samples. **ALBERT B.**
KING & CO., 105 William St., New York.

HALF-TONES.

BOOK and job half-tones. **THE STANDARD**
ENGRAVING CO., 61 Ann St., New York.

PERFECT copper half-tones, 1-col., \$1; larger,
10c. per in. **THE YOUNGSTOWN ARC EN-**
GRAVING CO., Youngstown, Ohio.

HALF-TONES for newspapers, coarse screens,
extra deep, single col., \$1; double, \$1.50.
Send the cash, we deliver. **GRANT ENGRAV-**
ING CO., 112 114 North Ninth St., Philadelphia, Pa.

75 C. NEWSPAPER HALF-TONES.

Single col. 60 or 85 line newspaper half-
tones mounted, and delivered free when cash is
sent with order. **KNOXVILLE ENGRAVING**
CO., Knoxville, Tenn.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and
quickest. Price \$12. **F. J. VALENTINE,**
Mfr., 178 Vermont St., Buffalo, N. Y.

CALENDARS.

MOST artistic line of advertising calendars
ever offered. Write for price list.

BASSETT & SUTPHIN,
45 Beekman St., New York City.

ADVERTISING NOVELTIES.

DESK CLOCKS, bronze letter openers, ther-
mometers, etc. **H. D. PHELPS,** Ansonia, Ct.

FOR the purpose of inviting announcements
of Advertising Novelties likely to benefit
reader as well as advertiser, 4 lines will be in-
serted under this head once for one dollar.

ADVERTISING BUTTONS for newspapers and
merchants. Every ad sure of good display;
special position, top column. Circulation enor-
mous. Write for prices (they're cheap). **ST. LOUIS**
BUTTON CO., 630 N. Broadway, St. Louis, Mo.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce
St., New York. Service good and prompt.

BOOKS.

DEPARTMENT STORE DIRECTORY.
\$1 postpaid. 233 Broadway, New York.

WHY puzzle your brain writing ads when our
book, "1,000 Meaty Mottos," almost does it
for you! A veritable storehouse of clever say-
ings, catchy headings and breezy bits of clever
talk. Suitable for any business. Price one dol-
lar. **D. BEAR PUB. CO.,** 2100 Callow Ave., Balti-
more, Md.

BUSY BUSINESS MEN should secure at once a
copy of "Theory and Practice of Advertis-
ing," a book just off the press. It is a veritable
lighthouse to every advertiser. Fifty lessons,
clear, concise and to the point. Order it to-day.
Mailed on receipt of 75 cents. **GEORGE W. WAGNER-SELLER, A. M.,** Middleburgh, Pa.

MAKING A COUNTRY NEWSPAPER—Text-
book for newspaper makers. Worth its
weight in gold in practical instruction. Subjects
treated: the man, field, plant, paper, news, head-
lines, circulation, advertising, daily, law, how to
make a newsier and better paying paper; how to
get news, advertising, circulation. No book like
it. Saves time, lessens worry, earns money. In-
dorsed by leading newspaper men. Bound in
cloth, \$1 postpaid. **THE DOMINION COMPANY,**
334 Dearborn St., Chicago.

READY-MADE ADVERTISEMENTS. Messrs.
Geo. F. Rowell & Co., 10 Spruce St., New
York, send the Caret a handsome 92-page book
entitled "Ready-Made Advertisements." The
book contains, besides other valuable informa-
tion, examples and styles of advertising for al-
most every business. For merchants and others
who write their own advertisements this little
work will be found invaluable. The price is only
one dollar.—*Caretton Caret.*

The book will be sent to any address upon re-
ceipt of one dollar. **GEORGE F. ROWELL & CO.,** 10
Spruce St., New York.

**Possessors of Original
Ideas for Advertising Purposes**

(no matter what business they
concern) are invited to send
them to me. If they are avail-
able for German purposes they
will be purchased.

RICHARD GRÜNDLER,
Advertising Bureau **HALLE a. SAALÉ,**
GERMANY.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE
Printers' machinery, material and supplies.
Type from all foundries.
Estimates cheerfully furnished.
Quality above price.
CONNELL, FESLER & CO., N. Y. City.

FOR SALE.

THE CHARLOTTE NEWS and **TIMES-DEMOCRAT** have the largest circulations in the best city and county in North Carolina.

YOU can buy space in the **Charlotte NEWS** at reasonable rates. It carries more advertising than any other North Carolina daily.

FOR SALE, CHEAP—Four thousand pound metal pot and furnace in good condition. Write the **CINCINNATI POST**, Cincinnati, Ohio for particulars.

SPACE for sale in every issue of **FACTS AND FICTION** at 20c. per line. Circulation 75,000 monthly. It pulls results that pay. **FACTS AND FICTION**, Chicago.

FOR SALE—At a bargain, a modern Goss "Clipper" web perfecting press. Prints 8 pages of 7 or 8 cols. 22 in. In good running order. Also stereotype machinery. A very great trade. If sold at once, cash or easy terms. **BANGOR PUB. CO.**, Bangor, Me.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISING MEDIA.

MODERN MEXICO covers Mexico thoroughly. New York Office, 116 Nassau St.

BACKBONE, St. Paul, Minn., Prohibition monthly; 25,000. 9 cents a line a time.

25 CENTS per inch per day; display advertising. Flat rates. **ENTERPRISE**, Brockton, Mass.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass., 40,063. The Brockton **ENTERPRISE** covers the city.

35 WORDS, one month, 35c., classified column. Circulation 75,000. **FACTS AND FICTION**, 334 Dearborn St., Chicago.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

10,000 PREACHERS every month in about 7,000 towns & cities reached by (rates reasonable) **CURRENT ANECDOTES**, Cleveland, O.

TRADE PRESS LIST, Boston, shows through its compiled lists the trade publications of the world, under specific headings. A most valuable office reference.

REPUBLICAN AND HERALD (Winona) has the largest circulation of any daily in Minnesota outside of the Twin Cities and Duluth. Covers Southeastern Minnesota thoroughly.

ADVERTISERS' GUIDE, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 25c. Ad rate 10c. nonpareil line. Close 5th. A postal card request will bring sample.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

ADVERTISING in 100 or 1,400 weekly papers of the Central West. Send for 8-page booklet telling about them and containing other information. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

THANKSGIVING and Holiday cuts for all retail lines. State business for particulars. **THE ART LEAGUE**, New York.

WRITE advertisements in correct English. 30 Lessons in Correct English, by mail, \$3; first five, \$1. **GOOD ENGLISH CO.**, Newton, Mass.

HENRY FERRIS, his [H] mark.
948-950 Drexel Building, Philadelphia.
Ad-writer, designer, adviser. Specialty, mechanical advertising. Write for specimens.

RETAILERS—Do you want a **NEW IDEA** that will save you money and increase the efficiency of your advertising? If so, address, with business card and stamp, **SMITH**, Box 1990, N. Y.

THEORY AND PRACTICE OF ADVERTISING, the only text book on the subject in the world. Just the thing for private study. Fifty complete lessons. Every advertiser should have a copy. Sent postpaid for seventy-five cents. **GEO. W. WAGENSELLER**, A. M., Author, Middleburgh, Pa.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

FOR the past fifteen years I have been writing advertising matter of every description for firms who, with my assistance, have achieved success. I may also be able to please you; if not, it will cost nothing.

JOHN S. GOETTINGER,
23 & 24 Pickering Bldg.,
Cincinnati, O.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

"THE BETTER ADVERTISING"—That man who daily confronts some advertising problem—large enough to demand outside assistance—will find in our book some things which may suggest ways in which we can be useful to him. For that man we made it and to that man we will send it—with or without a stamp. Here is outlined a service not offered, in the sense that we understand it, by any other house. Illustrated with reproductions of ads and printed things that we have made. **CALKINS & HOLDEN**, St. James Building, New York.

ARE YOU?
A If you are willing to pay me a trifle more to have your advertising "things" quite different from other people's, I believe I can be profitable to you. That "extra trifle" pays me to make things with an unlikeliness that is apt to keep them out of the Waste Paper Basket. Many advertisers remembering that other people treat commonplace "stuff" precisely as they do, illustrate economy by paying me for Circulairs, etc., sufficiently attractive to escape that "W. P. B." If you suspect yourself of such a "willingness," I'd be glad to mail you a lot of my "doings" for you to ponder at your leisure. I wonder if you actually do harbor such a suspicion? No postal cards in reply to this—please.

FRANCIS L. MAULE,
No. 10, 402 Sansom St., Philadelphia, Pa.

I HAVE frequently gone to large Manufacturers and Wholesalers who have asserted most positively in the beginning that advertising would do them no good.

But after a few minutes' conversation I have usually been able to point out some specific way of increasing their sales.

Perhaps I did not mention "advertising" once; for advertising, to some men, means all sorts of grotesque things and a big expenditure of money.

I simply talked about selling more goods; proved that this was thoroughly practicable, and that it would not cost a barrel of money.

I have started many advertising campaigns of this kind in a small way, which have run into pretty big and pretty profitable things.

Perhaps I can be of service to some reader of **PRINTERS' INK** in studying out effective plans and preparing advertising matter that will *hit and hit hard*—that will sell more goods.

EDMUND BARTLETT,
150 Nassau St., New York.

THE JEWISH MORNING JOURNAL

The Only Jewish Morning Paper

Office, 228 Madison St., New York

Telephone, 698 FRANKLIN.

THE JEWISH MORNING JOURNAL gives all the news of the day and special features of great interest to the Jewish people.

THE JEWISH MORNING JOURNAL is the only Jewish paper distributed by regular news companies in all parts of Greater New York and vicinity.

THE JEWISH MORNING JOURNAL, owing to its wide circulation, is the best medium for reaching the great masses of the Jewish people. An advertisement in The Jewish Morning Journal gives the surest and quickest results.

THE JEWISH MORNING JOURNAL is the only Jewish paper through which "Help" can be secured immediately. It is the only Yiddish paper which serves its readers as an employment bureau.

THE ONLY SURVIVOR.

BEAUMONT, Texas, Oct. 3, 1902.

Editor of PRINTERS' INK:

The *Oil Investors Journal* is a publication for which we claim one distinction: It is the only paper, started as a result of the discovery of oil at Beaumont, which lives to tell the tale. It is published semi-monthly and goes to the four quarters of the globe. The subscription list is made up principally of shareholders in Beaumont and Louisiana oil companies. Our business has been entirely satisfactory, considering the fact that we began publication in last May. One of our rules is to accept no advertisements from stock companies which refuse to give us a complete statement of their assets and condition, for the benefit of our subscribers, who frequently request such statements. All advertisements are designated as such. So many investors have been deceived by reading write-ups, appearing as news matter, that we desire to preclude the possibility of any misunderstanding on this point, so far as our news matter is concerned. Yours respectfully,

OIL INVESTORS JOURNAL,
B. E. Newcombe, Mgr.

AN ANSWER.

NEW YORK, Oct. 1, 1902.

Editor of PRINTERS' INK:

I have read your comments on advertising schools with great interest, as well as the comments on the comments also. I don't think that one can tell very much about the graduates of these schools until one knows what an advertising man really ought to be. What would suit some employers would not suit others. How would you define the ideal advertising man, now—and what would his duties consist of? Appreciatively,

C. L. TOLMAN.

The editor of PRINTERS' INK believes that the ideal advertising man ought to carry a bushel of brains in a one-pint head. As this is the ideal man in other lines of business, however, it is best that he also know something of printing, writing English and advertising in general. But so many men of this description have made real successes in advertising while originally knowing very little about these details that the Little Schoolmaster would not maintain that they are indispensable. His duties consist of putting into papers, magazines, street cars, billboards, booklets or other mediums that reach people the precise arguments that will sell the goods he is paid to exploit. Another duty is to maintain the original proportions of head and brains when he is successful. This, perhaps, is the hardest duty that falls to the lot of a certain sort of advertising man.

FLAT RATE FOR WEEKLIES.

"MAINE WOODS,"

News of the North Maine Woods and Country.

PHILLIPS, Maine, Oct. 11, 1902.

Editor of PRINTERS' INK:

Will weekly papers which have adopted the flat rate kindly send me copies of their schedule and oblige,

Yours very truly,
J. W. BRACKETT, Editor.

A QUESTION.

Office of

REA BROS. & Co.

Manufacturing Chemists.

MINNEAPOLIS, Minn., Oct. 2, 1902.

Editor of PRINTERS' INK:

Will you please ask of the Family Circle Publishing Co., of this city, their postoffice receipts, showing their claim for 100,000 circulation. We have been unable to get it so far. There was a time when their paper paid us quite well. Within the last few months we have failed to derive any benefit from it whatever. Yours very respectfully,

REA BROS. & Co.,
Per. D. W. D. Rea.

THE SANTA CLARA VALLEY.

SAN JOSE, Cal., Oct. 6, 1902.

Publishers American Newspaper Directory:

We claim the "Bull's Eye" gold marks rating in your directory for the San Jose *Mercury*, of San Jose, Cal., on the following grounds:

1. It is essentially a home paper.
2. It is delivered by carrier into all parts of the rich county of Santa Clara, California, which includes a valley world famous for its wealth and intelligence.
3. It has been the leading newspaper of San Jose for 25 years.
4. Its circulation for the past five or six years has been 1 per cent of the entire population of Santa Clara county.
5. Santa Clara valley produces the finest deciduous fruits in the world. Its fruit ranches are small, and are owned by the farmers who work them. Five acres are sufficient to keep a family in comfort; ten acres in comparative luxury. It is without exception one of the richest rural sections in the United States. The standard of living is high; therefore, the readers of the *Mercury* are good buyers.
6. It has been for some years the official paper of the county.
7. The excellence of its news facilities, and the high tone of its editorial management, give it more influence than is usually accorded a newspaper.
8. The local merchants of San Jose practically all patronize its columns, preferring its columns at a higher rate than any other local paper.
9. San Jose is a noted educational center, having a State Normal School, the University of the Pacific, Santa Clara College and Leland Stanford Junior University within its boundaries or close at hand.
10. All of the foregoing the publishers are ready to prove.

Very respectfully,
MERCURY PUBLISHING CO.,
By L. E. Bontz, Bus. Mgr.

The SUNDAY SENTINEL

CIRCULATION

September,	'01—24,699	32,302	33,453	25,572	25,250
October,	'01—25,255	26,741	26,521	28,878	
November,	'01—28,874	28,652	29,213	28,333	

December,	'01—28,571	27,926	32,080	32,619	31,739
January,	'02—31,082	31,046	30,482	31,053	
February,	'02—31,981	31,996	32,043	33,607	

March,	'02—30,375	29,827	32,796	32,258	32,257
April,	'02—33,465	32,743	32,626	33,013	
May,	'02—36,044	36,395	37,038	37,850	

June,	'02—37,434	37,297	37,370	37,761	37,669
July,	'02—38,956	40,727	39,154	37,918	
Aug.,	'02—38,281	38,326	42,291	45,684	49,896

Sept., '02—	50,000	51,322	52,318	54,742
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AVERAGES

12 Months,	6 Months,	3 Months,	September,
33,09	36,868	39,911	52,095

"Negotiators" and "Rate-men"

would do well to ponder these figures, since
Advertisers
 are beginning to study same for themselves.

Circulation books inspected by the American
 Advertisers' Association and always open to
 parties interested.

SENTINEL CO., MILWAUKEE

Williams & Lawrence	{	Tribune Bldg., N. Y.
		U. S. Ex. Bldg., Chicago
		H. B. FRALICH, Rep.

CHARGE 'EM 10 CENTS.

ELIZABETH, N. J., Oct. 6, 1902.

Editor of PRINTERS' INK:

What would you consider about the right charge for advertising in a small weekly with a circulation of 500? Paper is supposed to cover a small borough, a town three miles from State Capital, and its looks to the larger city for its advertising patronage. Would a flat rate of fifteen cents per inch be too high? Do you think advertisers would be satisfied with that figure? Faithfully yours,

J. CRADDOCK.

FOR BARBERS.

BROOKLYN, N. Y., Oct. 10, 1902.

Editor of PRINTERS' INK:

If the article in the latest issue of the Little Schoolmaster entitled "Publicity for Barbers" should inspire some tonsorial professor in starting a newspaper advertising campaign, the following ad which appeared a few days ago in



the Brooklyn Eagle will prove of some help to him. These ads have appeared for some time past at rather infrequent periods in that paper and are perhaps the pioneer of this class. J. J. KIRM.

KNOCKING THE JINGLERS.

MONTCLAIR, N. J., Oct. 5, 1902.

Editor of PRINTERS' INK:

If our dear friend Willie Shakespeare would but return to earth for one short day and ride to Harlem in an "L" train what a sight would meet his eyes as he gazed along the sky line of the car and read the efforts of our modern poet advertisers—how they mix needles, pins and twins with condensed soup—how a fellow can have his name changed by eating "Force"—how every fellow from Tommy Lipton down is shouting about his "Pearl Wedding" and how poor old Macbeth has had to go into the lamp business. I'm afraid he would look for the nearest "Subway" station and return to his home—wherever that may be. Yours truly,

ARTHUR ROHN,

NOTES.

"If you pay more you won't get more; pay less, get less" is a Hart, Schaffner & Marx argument from the October magazines.

The Evening Times-Herald of Newport News, Va., has appointed R. J. Shannon, 150 Nassau street, their Eastern representative.

The Eagle, Reading, Pa., sends an eight-page booklet that is more commendable for argument than for arrangement or printing.

FRANKLIN O. THOMPSON, who has been in charge of the advertising department of the Farmer's Tribune at Minneapolis, will hereafter act as advertising manager for St. Paul Trade.

"LETTERS from People You Know" is a booklet of testimonials to the worth of the advertising space of the National Harness Review, Chicago. It is indifferently printed.

The Frank Presbrey Company will handle the Christmas advertising of Selchow & Righter, the large toy house of New York. The advertisements are to go in magazines and dailies.

By way of doing a share toward advertising the St. Louis exposition the Ad-Writer, published in that city, prints the significant date "1904" between paragraphs in place of the customary dash.

The Chicago Street Car Advertising Co., 167 Dearborn street, that city, issues a folder setting forth the advantages of car advertising in its many lines. There is also a large map of the city showing territory covered.

"THE Town Beautiful" is a small booklet containing halftones of municipal improvements taken from recent issues of Park and Cemetery and Landscape Gardening, a monthly published in Chicago and devoted to this subject.

A FOUR-PAGE booklet comes from H. White & Company, ladies' tailors, East Orange, N. J. While forceful and convincing it would seem as though a woman would read much more matter upon a subject so interesting as feminine dress.

Greater Buffalo is a monthly periodical devoted to promoting the prosperity of the region around Niagara Falls. It is published by the Smith-Parsons Company, Board of Trade, Buffalo, N. Y., and contains matter and illustrations that have a news as well as an advertising interest.

"THE Way to Make a Better Lawn" is an eight-page booklet from Thomas Meehan & Sons, Philadelphia. It is handsomely printed and contains much compact information about soils, seeds, fertilizers, with especial emphasis upon the firm's brand of unleached Canadian hardwood ashes.

THREE times in a week have we had to wire to New York, and say distinctly that the San Francisco street cars are full until November first. The demand, as we write this, is greater than the supply. "Force" is there, "Presto" and "H-O" go in November first, and inquiries come in daily.—Owens, Varney & Green, San Francisco.

THE Morning Express reaches the homes of all classes in Buffalo. It is read by every reader in each family. It stays in the house all day long. No daily Buffalo paper ever before came so near to covering the entire field of desirable customers for a Buffalo advertiser as the Express now comes. (Publisher's postal card).

A 48-PAGE booklet advertising the Consolidated Cook Book comes from Little, Brown & Company, Boston. It contains recipes, specimen pages, kitchen tables, a dictionary of cooking terms, hints for carving and serving, marketing suggestions and other matter likely to interest women in the work, and is excellently printed.

THE ELLIS PAPERS THAT PAY



CIRCULATION
500,000
RATE
\$2⁰⁰ Per Line



CIRCULATION
350,000
RATE
\$1⁵⁰ PER LINE



CIRCULATION
400,000
RATE
\$1⁵⁰ PER LINE



CIRCULATION
400,000
RATE
\$1⁵⁰ Per Line

FOR FURTHER INFORMATION
ADDRESS

**THE C.E. ELLIS
COMPANY**
710-712 TEMPLE COURT
NEW YORK CITY.
112-114 DEARBORN ST.
CHICAGO.



CIRCULATION
400,000
RATE
\$1⁵⁰ Per Line

"Tirs" is a neatly printed booklet from Strauss Brothers, Chicago, showing fall and winter styles in that firm's tailor-made suits for men. The firm sells through local agents, and the booklet is mailed to the consumer for the purpose of stimulating local trade. The arguments are brief and conspicuous for sense and convincing power, while the fashion plates are excellent.

THE mail order catalogue of Coward Shoes, issued by J. S. Coward, 268 Greenwich street, New York, is an excellent piece of advertising matter because it enters into the practical details of shoes and shoemaking. In addition to the latest shapes and styles of footwear the book gives attention to specialties, such as correct shoes for supporting children's weak ankles, "bunion" shoes, shoes that support weak insteps, shoes for youngsters who turn in their toes, shoes for babies, hunting boots and other footwear of which many readers will be glad to read about. The book is also noteworthy for clear halftones, tasteful arrangement of types and an easy, convincing style of argument.

THROUGH an arrangement with Wells Fargo & Co., which goes into effect October 1st, the Erie commuter can buy at any station five cent stamps in lots of twenty for a dollar. After making purchases, in New York, instead of being bothered to carry them through the street, and across the ferry and into the car and filling up the seats with them, he leaves two or three or more of these stamps (according to weight of parcel) to be pasted on his basket of peaches, or watermelon, or ham, or turkey or whatever it may be, and orders it sent to the foot of West Twenty-third street or Chambers street stations. There it is taken in charge by the Express Company, and delivered to the agent at the home station, who takes charge of the parcel until the commuter arrives. This does not apply to articles of over 100 pounds in weight, but simply to that class of bundles of which the average commuter carries more or less every week. Just a convenience, at a nominal cost.

THE Bronx Commercial is making war upon trading stamps in that borough of New York, and advances some very telling arguments against this questionable trade-drawing method: "The idea of receiving something for nothing is a sure symptom of aberration and we feel confident that shoppers and merchants of the Bronx are not going to affiliate for mutual benefits on a basis of delusion and tribute to agitators of visionary and preposterous incentives to local patronage. It is patent that legitimate mercantile operations succeed only through the intermediaries of good goods, honest prices and sagacious publicity. The catch-penny delusion may blind a few, but it ultimately dissolves into failure and chagrin. Modern competition in its most able management confines itself to close buying and small profits, including, of course, the great attraction of good service. A management of business that suggests weak credulity on the part of its patrons must grow in disfavor, and that seems to us to be the only solution to the trading stamp problem."

THE great Fall stocks fill this old Stewart store from top to bottom. New, fresh, beautiful things from all quarters of the wide world. Six previous seasons of service for our New York public, upon the top of thirty-five earlier years in the service of Philadelphia, laid the foundations of knowledge and experience upon which the stocks for this seventh season in New York were gathered. Knowledge of the world of merchandise coupled with experience of your desires, as learned in these busy years in which we have studied your better service, have given strength and assurance to the eyes that have sought, and the hands that have assembled to-day in this old Stewart block, and the supplementary store that has grown up, from the elbowing stocks, in the ever enlarging Annex south of Ninth street. The days of fullness are here. Never were store stocks better, in the face of advancing season, than these stocks that await you here to-day. Never was better nor broader choice, no matter what the need, in everything that man, or boy, woman, girl, or child wears; and everything for the furnishing and decorating of the home. This page to-day tells not a tithe of the store's story; for it is continuous and ever-changing every business morning of the year. The store itself can alone tell you all that you wish to know. The days of fullness—the delightful shopping days invite you to Wanamaker's now.—*Wanamaker Store Editorial, Sept. 25, 1902.*

MANAGER CORSE PAYTON, of Payton's Theater, Brooklyn, issues a weekly "house organ" called the *Corse Payton Herald*, in which Mrs. Gertrude Andrews, press agent of the house, talks to the folks who make up its audiences. Like all popular-price, outlying theaters, this one depends for patronage upon families and young folks in its immediate neighborhood. Mr. Payton has been more than successful in giving his theater personality through unique advertising. Among other innovations that have come in for the polite (and priceless) sarcasm of the *Evening Sun's* dramatic critic are Saturday afternoon receptions held on the stage, when the audience meets and takes tea with the members of the Corse Payton stock company. This feature has had a wide appeal, and is now being taken up by other houses. A late number of the *Corse Payton Herald* announces another novelty that will doubtless have interest for managers of similar theaters, elsewhere: "This theater is going to do something for the small boys who need room. A club is being organized which will be known as 'The Etta Reed Payton Cavaliers.' Any boy who comes to this theater is eligible to membership, whether he sits in the gallery or in the orchestra. The only requirements are a clean face and hands and a happy smile. Beautiful badges are being gotten up for them, and they will be taught the true meaning of the word cavalier—a brave gentleman. Mrs. Payton is planning lots of things for their entertainment, and there will be a big Christmas blow-out in this theater. Mrs. Payton loves boys, and she is like our dear Louisa Alcott, who said: I like boys and oysters when they are raw. Bless the boys!"

CIRCULATION QUALITY VS. CIRCULATION FIGURES.

Which paper makes the most money—the one with the largest circulation or the one which claims that quality comes before quantity in producing results?

The latter every time.

Just bank on one thing—when a publication which does not reveal its circulation is making barrels of money it has a very small and select circulation, and advertisers are paying for a privilege that is not worth the price.

Advertisers should insist on measuring the potatoes they buy. They cost enough at any price.—*The Advisor*.

PERSONALITY.

Advertisements, like plays and novels, often surprise and confound the critics. Good ads—good from every theoretical standpoint—often prove failures, and ads which are positively bad theoretically, often succeed. The truth is that the great public is fearfully and wonderfully made, and you can never tell what is going to strike it. Moreover, it is not logic, nor argument, nor good pictures, nor fine display that sells goods, but an intangible something which we call "personality" in an individual—a something as difficult of definition as it is of acquirement. But it must be there. Of the twenty men who went into a furnishing store yesterday to buy cravats, no two bought exactly the same shade or pattern. Of the twenty men who read the novel of the day, yesterday, no two entertained exactly the same opinion. At church, at the play, at home, everywhere, it is "many men of many minds." Now, then, can you expect twenty men to read your advertisement and all be equally impressed? Impossible! The only thing the advertiser can hope to do is to strike the happy medium—an advertisement which will appeal to as large a number as possible, and give the argument a little different turn the next time.—*American Advertiser*.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

PITTSBURGH is the most prosperous city in the Union. The best way to reach its best people in their homes is through "**FOOD**," 8,000 weekly circulation. Send for sample copy. Box 76, East Liberty Station, Pittsburgh.

Advertising Writers ATTENTION!

\$100.00 for the Best One to Two Hundred Line Medical Copy. Open competition. For full particulars address

W. M. GRIFFIN,

55 West Berry St., Ft. Wayne, Ind.
Reference, Nelson Cheesman & Co.

RIPANS

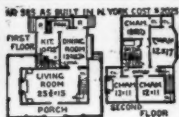


The simplest remedy for indigestion, constipation, biliousness and the many ailments arising from a disordered stomach, liver or bowels is Ripans Tabules. They have accomplished wonders, and their timely aid removes the necessity of calling a physician for many little ills that beset mankind. They go straight to the root of the trouble, relieve the distress, cleanse the affected parts, and give the system a general toning up. The five-cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year. All druggists sell them.

The
Observer
Hoboken N.J.
Circulation...
(Guaranteed)
20,000



KEITH



SARGENT & CO.,
Hardware.

{ We have found Keith's Magazine the best
advertising medium we have struck.

E. A. JACKSON,
Grates.

{ We are much pleased with the increased
number of answers to our advertisement.

PHENIX MFG. CO.,
Screen Hanger.

{ Your magazine is an A 1 advertising medium.
{ We have received good returns.

**REACHING a BUILDING BUSINESS of \$40,000,000 A YEAR
A GREAT PULLER.**

KEITH'S MAGAZINE,

M. L. Keith, Bus. Mgr., Minneapolis, Minn.

Our Large Postals Do the Business

Read the testimony of one who has used thousands of these large postal cards and knows whereof he speaks:

HENRY VAN ARSDALE
PUBLISHER, EXPORTER AND IMPORTER
7 & 9 WARREN STREET

PRINTERS' INK PRESS, City.

NEW YORK, October 8, 1902.

Gentlemen: In inclosing my check in full for the last lot of the large postal cards you have furnished me, I desire to express my appreciation of these as a mail-advertising proposition. The many thousands I have purchased of you have been sent to bank cashiers advertising the XXth Century Interest Tables. These gentlemen probably get more in the way of advertising matter than the average business man, and that they give attention to this postal card is shown by the fact that I have never sent out a lot of them that I have not, within the first mail thereafter, received enough in the way of remittances to cover my expenses in the matter, leaving the future benefits to be secured as a pure profit.

Yours truly,

HENRY VAN ARSDALE.

This is the invariable result achieved by these cards. They pull business easily where all other means have failed. Hundreds of our customers declare them the cheapest advertising medium they know of in proportion to their cost. We carry them in two sizes, at these prices:

1,000 Large Postals. size 7x11 inches. \$2.75

1,000 " " " 5½x9 " \$2.00

Terms: Cash with Order. Samples Free.

We also do a high-class booklet business, and will prepare the matter, arrange it in type and print anything in this line that you may need. Let us know what you want and we will tell you what we can do. Prices, moderate — Work, first class. Address

PRINTERS' INK PRESS, 10 Spruce St., New York.

NO LET UP

I have used your inks with very satisfactory results. In fact, they are as good as the best made, and that is saying a great deal.

VAILANT PRESS,
Spring Lake, N. J.

I use very little ink, but as long as I do any, and can get Jonson's, will use no other.

T. E. SCHOOLAR, Centerville, Ala.

I want another 100-lb. keg of your news ink, which is the best news ink I have seen for the money.

RECORD, McDonald, Pa.

Your inks have given entire satisfaction.

TRIBUNE, Meridian, Tex.

We found your ink entirely satisfactory.

THRIFT PUBLISHING CO.,
Springfield, Ohio.

We have had several lots of your ink, both news and job, which have worked entirely satisfactory.

COURIER, Candor, N. Y.

I have had several lots of news and job ink, all of which worked satisfactory.

HERALD, Roberts, Ill.

Your news ink, which we have used for three years, is all that can be desired. It is in every way as satisfactory as that we have paid 10c. to 15c. a pound for.

OZONE, Steele, N. D.

I have used your news ink for nine years, and am well satisfied with it.

WOOD RIVER TIMES, Halley, Idaho.

The ink obtained from you in every instance has been of a quality that has given satisfaction.

HERALD, Bristol, Vt.

I have used your news ink for four or five years and have been well satisfied, and shall continue to be your customer as long as you keep up the standard of your ink.

REGISTER, Boothbay, Me.

I have gotten better value out of your news ink than any I have ever used.

GOLD LEAF, Henderson, N. C.

We purchased from you a 100-lb. keg of good news ink for \$5—a better trade than could be secured in most other places.

REVIEW, Fort Fairfield, Me.

The news ink we purchased of you recently has proved perfectly satisfactory—fully as good as we have had from other dealers at double your prices.

Wishing you continued success in your war against extortion, I am,

Yours truly,

HARRY GRAVES, Publisher,
ADVOCATE, Millerton, Pa.

The ink we ordered from you a few months ago is giving perfect satisfaction. It is undoubtedly the best ink we have ever used.

CONSERVATOR, Richmond, Mo.

At first our foreman did not like the ink. He has since "got on" to the way of running it and says it is all right.

REPUBLICAN-JOURNAL,
Ogdensburg, N. Y.

Every mail brings in one or two testimonials, some accompanied by orders and others with promises to remember me when in the market. Nine hundred and twenty-four orders, each accompanied by the cash, received and filled during the month of September, is not such a bad record for an ink man who never hired a salesman or shipped the goods without the money. Send for a copy of my price list, and at your leisure figure out how much money you have practically given as a present to your ink man simply because he has trusted you thirty or sixty days. It is not a question of credit or rating with me, but if I make one exception I may as well throw up the sponge and trust everybody. Money back when goods are not satisfactory. Address,

PRINTERS INK JONSON
17 Spruce Street New York

The following is reproduced from Printers' Ink . . . *ISSUE OF OCTOBER 1st*

34

PRINTERS' INK.

ADVERTISING CLASSIFIED ADS.

preciable success
old to the only
which it pays

"Want liners" are highly important in the economy of a daily paper. In fact, they are, in some respects, an index to a daily's standing in its community, for the paper that carries this class of advertising in any city of consequence is usually very close to the people. It means that the paper is

The Philadelphia Inquirer

During the week ending
October 4th printed

6,670 Help Wanted Advertisements

The number printed in each of the other Philadelphia newspapers during the same period was

Record	580	} TOTAL IN INQUIRER . . . 6,670 TOTAL IN ALL OTHERS, 3,922
Press	1202	
Ledger	1294	
North American, . . .	846	

The Inquirer prints more Want Ads than all the other morning and evening newspapers in Philadelphia combined. Total Want Ads, **16,882** all kinds, during the week—



THE PHILADELPHIA INQUIRER
1109 MARKET ST., PHILA., PA.

NEW YORK OFFICE:
TRIBUNE BLDG.

CHICAGO OFFICE:
TRIBUNE BLDG.

